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# Spring

**S.C.O.R.E. Symposium  
is BACK in-person!**



During the 2022 Spring Semester, the Sport Management Department was able to host the annual S.C.O.R.E Symposium back in person after 2 years. The event had a diverse panel of 8 East Stroudsburg University Alumni. They ranged from areas of professional sports to collegiate athletics.

Continue to Page XIV. & XV. for more information.



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# I. COSMA Chi Sigma Mu Student Honor Society Inductees

## Undergraduate Students:

- Must have earned at least 60 credit hours toward their degree and have a 3.4 GPA

### B.S. Sport Management

Daryn Blackwell

Rece Bender

Payton Kovac

Da'Shawn Murphy

Jackson Sindaco

## Masters Students:

- Must have earned at least 18 credit hours toward their degree and have a 3.6 GPA

### M.S. Sport Management

Kimberly Rauch

Christie Buyer

Sadie Cresswell

Stephanie Del Preore

Brandon Brzenski

### M.S. Management/Leadership Sport Management

Noah Strone

Michael Osayi

Amber Neumann

*Congratulations!*



## II. COSMA Conference Trip

On February 3<sup>rd</sup> and 4<sup>th</sup>, our department had two undergraduate students, **Daryn Blackwell** and **Jackson Sindaco** and two faculty members, Dr. Jaedeock Lee and Professor Edward J. Arner attend the 2022 COSMA Conference. This years conference was hosted at the University of Houston. Daryn and Jackson received their certificates for the Chi Sigma Mu Honor Society. Also during their trip down in Houston, Texas they were able to watch the Houston Rockets play the Cleveland Cavaliers.





# III. NIRSA REC Day



NIRSA REC Day this year was a huge success. Students from the **SMGT 445 Organization and Administration (Professor Edward J. Arner)** class worked together to put on this event. This educational event allowed for students to learn the process of event management and get the student body involved in physical activities. This year's events included: E-Sports, Ping Pong, Three-point Contest, Gaga Ball, Precision Football Throw, and much more.



# IV. SMGT Student of the Month

Student of the Month was created this Spring semester to help our department highlight students who go above and beyond academically and through extra-curriculums. This student is chosen by our department faculty based on certain criteria that must be met by the student. The following criteria is:

1. Class attendance (no absence or tardiness) and active class participation in SMGT classes.
2. Active participation in extra-curricular activities such as clubs, sport teams, and service projects
3. Demonstrate leadership, responsibility, and respect to others through assignments, group work, and other activities.

## February

**Sam Steele**  
Junior



Sam was nominated for his involvement in department research.

## March

**Jess Harpel**  
Freshman



Jess was nominated for her leadership positions within SMGT Club and S.C.O.R.E.

## April

**Emily Hegen**  
Junior



Emily was nominated for her volunteering and academic achievement.



# V. Washington Nationals Trip

This semester the Sport Management faculty and students were able to visit the Washington Nationals on April 21, 2022. We were given a tour of the facilities and met with front office executives! After the tour and introductions, we were able to watch the game vs. Arizona Diamondbacks.

Special thanks to **Mr. Zachary Henderson**, Director of Ticket Sales at Washington Nationals to welcome our group!

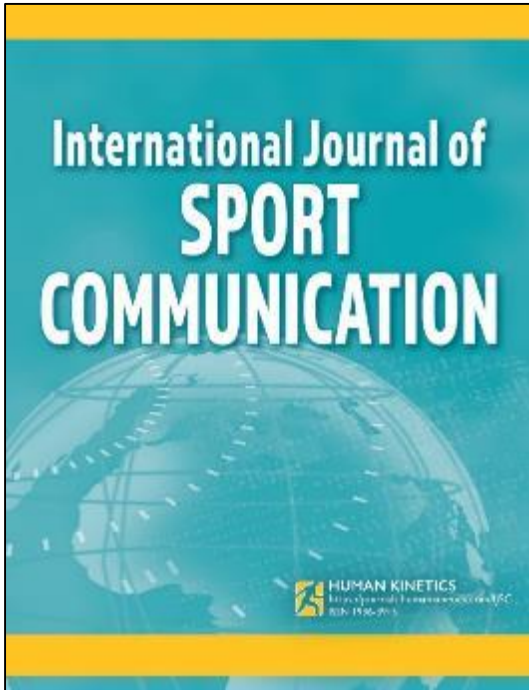


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# VI. Publication at IJSC



Palladino, A., Lee, M. K., & Zhou, X. (In press). An analysis of Olympic mascot design towards attitude and purchase intention. *International Journal of Sport Communication*.

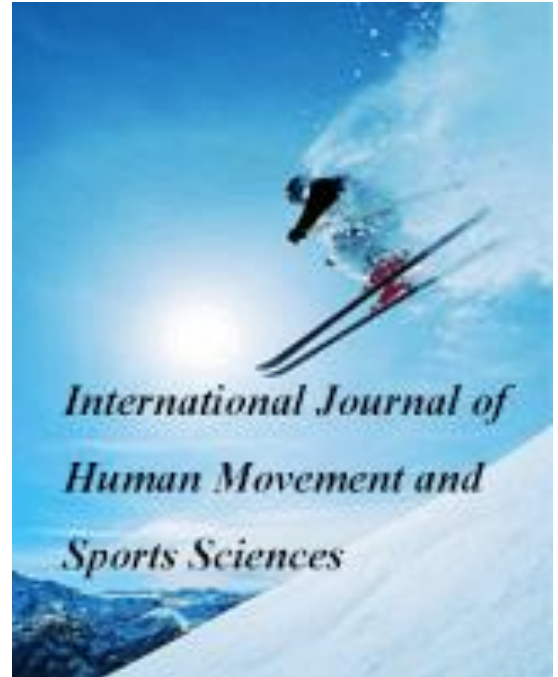


## Abstract

“Olympic mascots are important marketing tools for the Olympic Games, as they can communicate the meaning of the games. However, there is limited understanding on how to effectively design Olympic mascots as a marketing communication tool. This study focused on understanding how design elements of Olympic mascots influence fans’ perceptions, attitude, and purchase intention. An online experiment, featured in a 2 (design types: anthropomorphic animal, abstract) × 2 (Olympic brand cues: presence, absence) mixed subject design, was conducted. The results showed that animal mascots received significantly higher ratings than abstract mascots in terms of design perception, attitude, and purchase intention. This study demonstrates how the visual design of Olympic mascot influences consumer perception, attitude, and behavior. Our research has bridged this gap by exploring the effects of Olympic mascot design and Olympic symbol as an important marketing communication tool.”

# VII. Publication at IJHMS

Lee, J., & Lee, M. K. (2021). The role of personality in consumer attitudes toward cause-related sport marketing. *International Journal of Human Movement Science*, 15(3), 23-45.



## Abstract

“The purpose of this study was to examine effects of sport-beneficiary fit and sport organization’s motivation on consumer attitudes toward cause-related sport marketing (CRSM) as well as the moderating impacts of personality and gender on the relationship between two predictors and consumer attitudes toward CRSM. Students (N=86) were recruited from a large public university located in the Southwestern United States. The current study utilized a within-subjects experimental design; they were asked to read four manipulated CRSM messages and to evaluate their attitudes toward each message. Students completed a personality inventory following the experiment. Results supported a significant predicting and moderating role of personality on the relationship between motivation and consumer attitudes toward CRSM. Consumer ‘Agreeableness’ personality was found to be positively related to attitudes toward the CRSM initiatives, but more so for socially-motivated as opposed to profit-oriented programs. On the other hand, ‘Neuroticism’ personality was directly and negatively associated with attitudes toward CRSM.”



# VIII. SMGT Presentations

- Kozak, N., Lee, M. K., Zhou, X., Arner, E. J., & Lee. J. (2022). Building brand image through sponsorship: Comparing image transfer effects of eSport and sport event. The 2022 Conference of the North American Society for Sport Management (NASSM), Atlanta, GA.
- Eric, R., Thomson, C., Blackwell, D., Lee, M. K., Lee. J., Zhou, X., & Arner, E. J. (2022). Examining the persuasive impacts of emotional and rational appeals on athletic donor behavior. The 2022 Conference of the North American Society for Sport Management (NASSM), Atlanta, GA.
- Amanda, P., Eric, G., Lee, M. K., Lee. J., Zhou, X., & Arner, E. J. (2022). The role of mascot design and logo in Olympic marketing. The 2022 Conference of the North American Society for Sport Management (NASSM), Atlanta, GA.



- Lee, M.K., Chung, J., Kim, D. Y., & Lee, J. Y. (2021, November 19). Can a smaller market league (Korea Baseball League) survive in a bigger market (U.S.A.): COVID-19 as a new opportunity to understand how sport consumers develop attitudinal and behavioral loyalty, the 2021 Sport Entertainment and Venue Tomorrow Conference (SEVT), Columbia, SC.
- Lee, M. K., Chung, J., Lee, J. Y., Kim, D., & Gang, A. (2022, February). Exploring eSports spectator motivations through a market segmentation approach. The 2022 Applied Sport Management Association Conference (ASMA), Indianapolis, IN.



# IX. SMGT 409: Wilkes-Barre/Scranton Penguins Marketing Project

This semester the students of SMGT 409: Concepts of Sport Marketing (Dr. Jaedeock Lee) went on a trip to Mohegan Sun Arena. During the trip students were given a tour of the stadium and a chance to watch a hockey game. Students were then tasked with creating and presenting a marketing plan to members of the Wilkes-Barre/Scranton Penguins. The following 5 topics were presented:

- “Hispanic Heritage Night”
- “Multicultural Night”
- “Player Meal and World Heritage Night”
- “Cartoon Theme Night”
- “WBS Penguins Rebrand”



Congratulations to “Multicultural Night” presented by Bradley Turocy, Payton Kovac, and Sam Steele for coming in 1st place!



Special thanks to Dave Casey, Austin Zawicki, and Colby Gaugler from the Penguins!



# X. Student Research Symposium

## Graduate Students

Graduate students taking **SMGT 513 Advanced Research Methods (Dr. Minkyoo Lee)**, used the research proposals they submitted in the previous semester and conducted their research. Below are the research project titles and students:

Presentation Titles	Student Name
"Comparing Endorsement Effects of a College Athlete and Professional Athlete"	Eric Garner & Pablo Vega Jr.
"Emotional Experience of Sport Spectatorship"	Samuel Steele
"Building Brand Image through Event Sponsorship"	Nicholas Kozak & Connor Takas
"Exploring the Effects of Referees' Gender"	Carolina Herrera
"Examining the Persuasive Impacts of Emotional and Rational Appeals on Athletic Donor Behavior"	Daryn Blackwell & Bradley Turocy

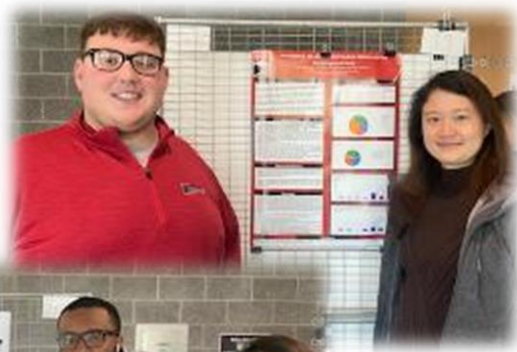
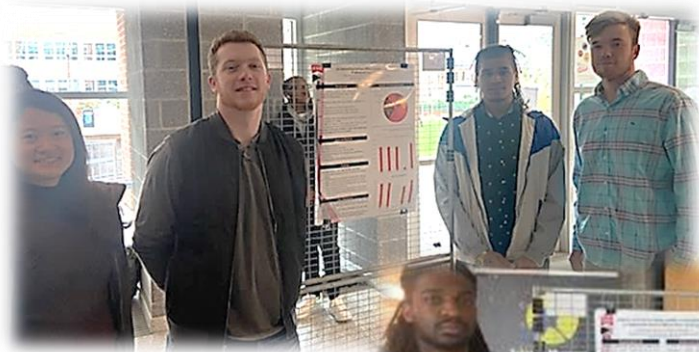


# XI. Student Research Symposium

## Undergraduate Students

Undergraduate students taking **SMGT 440 Contemporary Sport** (Dr. Xiaochen Zhou), formed groups and chose an interesting topic to conduct research on. The groups then presented their research through a poster on April 19, 2022.

Presentation Title	Student Name
“Investigating the Gaps between Student Athletes and the Student General Body”	Daryn Blackwell, Maranda Ruble, Luiza Bueno de Camargo Nogueira, Nicholas Voorhees
“Comparing Fans Reactions To Athletes Involved In Doping Scandals & Social Injustice Issues”	Jared Williams, Jamal Bridgefourth, Semaj Reyes
“The Impact Of Streaming Services On Live Attendance At Sport Games”	Aaron Thompson, JohnPaul Nolan, Joshua Burgess, Justin Guidos





# XII. SMGT Club Trip to Lehigh Valley Phantoms

SMGT Club took a trip to the Lehigh Valley Phantoms on April 13<sup>th</sup>. The club members met with alumni **Justin Huber** prior to the game. The students learned about the PPL Center and more of the ins and outs of sales. The students then finished the night out by watching the Lehigh Valley Phantoms vs. Hershey Bears and getting to ride on the Zamboni after the second period.



# XIII. SMGT Club New Leadership

This spring semester our very own Sport Management Club has an entire new Electoral Board. The students replacing our e-board from the Fall semester are:

**President:** Jorge Rojas

**Vice President:** Pablo Vega Jr.

**Treasurer:** Jessica Harpel

**Public Relations:** Robert Stuetz

**Events & Community:** Shae Griffin

**Secretary:** Justin DeVito



Pictured Left To Right: Jessica Harpel, Justin DeVito, Robert Stuetz, Pablo Vega Jr., Jorge Rojas, Shae Griffin.



# XIV. S.C.O.R.E. Symposium

On March 24th, The Sport Management Department hosted its annual S.C.O.R.E. Symposium (Sport, Careers, Opportunity, Recruitment, and employment) in person. This year's theme was Sport for ALL! We invited speakers from multiple areas within the sport industry to talk about their job. The speakers were asked multiple questions pertaining to our theme about diversity and inclusion in the sport industry. This year's speakers included:

**Deanna Repollet** - Manager of Premium Sales at Intuit Dome, LA Clippers

**Sophie Coy** - Academic Counselor at University of Mississippi

**Brandon Lawrence** - Director of Business Development at Tyson Group

**Kyle Jimenez** - Group Sales Specialist at Madison Square Garden

**Michael Rucker** - Senior Manager, Sales Enablement at BSE Global

**Victoria Gurdak** - Coordinator of Athletic Facilities at University of Pennsylvania

**Jenny Owens** - Assistant Dean, Graduate School at the University of Maryland Baltimore

**Brooke Powers** - Leagues and Communications Director at Penn Fusion Soccer Academy

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**S.C.O.R.E.**  
SPORT, CAREERS, OPPORTUNITY, RECRUITMENT, AND EMPLOYMENT



**SPORT FOR ALL!** Sponsored by ESU Sport Management Department

**Thursday, March 24, 2022**  
**2–5:30 p.m. • Sci-Tech 117**

**Networking Reception**  
**4–5:30 p.m. • Sci-Tech, Lower Lobby**

**ATTIRE: BUSINESS PROFESSIONAL**

  
**Deanna Repollet**  
Manager of Premium Sales  
Intuit Dome, LA Clippers

  
**Sophie Coy**  
Academic Counselor  
University of Mississippi

  
**Brandon Lawrence**  
Director of Business  
Development, Tyson Group

  
**Kyle Jimenez**  
Group Sales Specialist  
Madison Square Garden

  
**Michael Rucker**  
Senior Manager, Sales  
Enablement, BSE Global

  
**Victoria Gurdak**  
Coordinator, Athletic Facilities  
University of Pennsylvania

  
**Jenny Owens**  
Assistant Dean, Graduate School  
University of Maryland Baltimore

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We would also like to thank our planning committee: Dr. Zhou, Professor Arner, Caitlin Nicholls, Eric Garner, Daryn Blackwell, Carolina Herrera, & Maddie Herman

# XV. S.C.O.R.E Highlights



Panel Discussion



Master of Ceremonies



Audience



Networking Session



Dean Williams

INTERNATIONAL  
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SCORE Committee



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# XVI. Intern Spotlight

## Aarin Dreher, Senior



Haverford College  
Athletic Department Intern

### *Job Description /Highlights*

"I lead their game day crew, which is basically an athletic operations team for students to help with after school events and games. Some highlights of this internship has been meeting people that genuinely enjoy working in an athletic department together. Also having everyone do their part in helping the department reach its goals."

### *What advice would you give to students looking for an internship?*

"Reach out to people on LinkedIn. Don't get discouraged if people don't respond and your internship doesn't necessarily have to be a posting. It can be something created specifically for you."

# XVII. Alumni Spotlight

## Megan Carroll (M.S., 2018)



### *Job Description*

"I provide daily academic support services for student-athletes. This includes but not limited to: Supervising study hall. Creating/managing/submitting weekly academic reports. Participating in professional development sessions/projects. Helping create key skills for academic success. Maintaining confidential records and adhering to FERPA guidelines/department confidentiality policies. Assisting in facilitation of tutor registration/book distribution. Assisting in completing schedule audits, creating schedules, and completing graduation plans and degree sheets. "

### *Do you feel that obtaining your master's degree was beneficial for your career?*

"I do. A majority of the positions I was applying to required or preferred a master's degree. Since I was applying to positions in athletics, having a master's degree in sport management was an asset to me. During my time as a graduate student, it helped me push myself out of my comfort zone in many different situations and become independent. It also enhanced my writing and speaking skills and allowed me to pursue different areas within sports."

# XVIII. Class of 2022 Graduates

## Undergraduate Class of 2022

### Sport Management (B.S.)

Joshua Barto  
Daryn Blackwell  
Quadair Bradley  
Jamal Bridgefourth  
Sczar Charles  
Brielle Chmiel  
Aarin Dreher

Alessia Drevnyak  
Devin Dunsing  
Justin Guidos  
Robert Johns  
Daniel Joseph  
Braden Keith  
Krista Mitarotonda

Keondre Morris  
JohnPaul Nolan  
Joseph Pocchio  
Anna Salasky  
Dylan Senatore  
Nicholas Virella  
Austin Weitman  
Max Winderman

## Graduate Class of 2022

### Sport Management (M.S.)

Christie Buyer  
Sadie Cresswell  
Stephanie Del Preore  
Keyon Kennedy

### Management & Leadership

### Sport Management (M.S.)

Carissa Brizzi  
Jordan Hertz  
Morgan Koerber  
Liam Nelson  
Amber Neumann  
Connor Takacs  
Connor Thomson  
Tiana Webster

**Best wishes to  
all Warriors!!**



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