

### THE YEARLY RECAP:

UNC Sport Administration is constantly evolving, and we have had some major changes and enhancements the past two years, including the following:

- Sport Administration undergraduate program and online master's program will start in Fall 2017
- Three professors, Dr. Stotlar, Dr. Gray, and Professor Sharp retired.
- Three new professors, Dr. Morse, Dr. Sung, and Dr. Oja, were hired.
- A new course, SES 694 Fundraising and Development in Sport, has been developed.

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Greetings from Greeley,

On behalf of our entire faculty and staff, it is a pleasure to introduce our new Alumni Newsletter. Whether you are a current student, alumnus, or community partner, we invite you to explore, and stay connected to, our program through this newsletter. Our primary goal is to connect the UNC Sport Administration Family and to aid our current students' professional development. Knowing that real-world engagement will make students stronger candidates for our workforce as well as graduate school programs.

As the Director of On-Campus Programs, the Extended Campus Program, and the Sport Marketing Research Institute (SMRI), it is a privilege for me to work with such distinguished faculty, staff, and students who continue to advance the UNC brand. Together, we creatively address issues and look for innovative approaches to meet the needs of all of our constituency groups. If you have any comments or suggestions, please do not hesitate to contact me.

Thank you for taking the time to read through our inaugural newsletter.

Best Regards,

*Alan L. Morse*

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## PROGRAM UPDATE:

**Dr. Stotlar** received the Sutton Award in 2016 from Sport Marketing Association (SMA) (pictured with Len Komoroski, CEO Cleveland Cavaliers and Chad McEvoy, UNC Alum and SMA President).

Doctoral students have also actively presented at conferences. Some of our doctoral students' works are as follows:

**Traugutt, A., Sellars, N., & Augustin, J. (2017, April)**

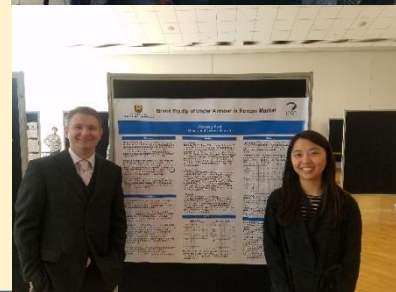
*Salary Discrepancies Between Men's and Women's Head Basketball Coaches: An Investigation of the NCAA Power Five Conferences.* UNC Research Day (Research Excellence Award Finalist), Greeley, CO.

**Jacobs, B., Augustin, J., & Park, J. Y. (2017, February)**

*Critical Examination of the Curriculum of Sport Management Doctoral Program.* Commission on Sport Management Accreditation, Tampa, FL.

**Hazza, R. (2017, February)**

*Conceptualizing Educational Reform for the Contemporary Sport Management Student: Utilizing Multiple Intelligences.* Commission on Sport Management Accreditation Conference, Tampa, FL.



## FACULTY UPDATE:

### RETIREES

#### Dr. David Stotlar

As a founding member of the Sport Marketing Association, Dr. Stotlar had served as the Direct of the School of Sport and Exercise at UNC. During his career, he published more than 70 articles in professional journals and wrote more than 40 textbooks and book chapters in sport marketing and management. Dr. Stotlar also gave over 200 presentations and workshops at national and international professional conferences.



#### Dr. Dianna Gray

Dr. Gray had taught in the areas of sport marketing, athlete involvement, management, and media relations. Her research was published in a variety of scholarly journals. Dr. Gray also served as a consultant for a variety of sport organizations including the Indiana Pacers, Cleveland Indians, Women's Basketball Coaches Association, and a number of National Governing Bodies.



#### Professor Linda Sharp

Professor Sharp had taught sport law, administrative theory, and public relations to both undergraduate and graduate students. In addition to her teaching responsibilities, professor Sharp lectured extensively in the area of sport law. During her career, she presented at six National Organizations on Legal Problems of Education National Conventions.



## FACULTY UPDATE:

### NEW FACULTY MEMBERS

#### **Dr. Alan Morse, Associate Professor** (alan.morse@unco.edu)

Dr. Morse joined UNC Sport Administration in Fall 2015 from Mississippi State University. His research interest lies in Revenue Generation in Collegiate and Professional sport. Dr. Morse teaches Doctoral Seminar, Sport Marketing, and Fundraising. He has also served as the Program Coordinator for Sport administration and the Director of the Sport Marketing Research Institute (SMRI).



#### **Dr. Yoon Tae Sung, Assistant Professor** (yoontae.sung@unco.edu)

Dr. Sung joined UNC Sport Administration in Fall 2016 from Florida State University. His research focuses on economic issues in the sport industry, including Organizational Productivity, Efficient Market Hypothesis, Economic Impact of Sport, and Consumer Demand. He teaches Financial Management for Sport Organizations, Introduction to Research Methods, Management of Sports Facilities and Equipment, and Sport and Higher Education.



#### **Dr. Brent Oja, Assistant Professor** (brent.oja@unco.edu)

Dr. Oja joined UNC Sport Administration in Fall 2016 from University of Kansas. Dr. Oja's research interests focus on Organizational Behavior, Social Identity Theory, Social Capital, Social Anchor Theory, and Sport Employees. He teaches Program Management, Issues and Ethics in Sport Management, Legal Aspects of Sport, and Management of Sport Organizations.



## DEGREE UPDATE:

### **Sport Administration Undergraduate Program**

The new Sport Administration undergraduate program will start in Fall 2017. Sport Administration is an applied field with diverse content areas and administrative populations. This major enables students to combine sport specific content and administrative practices in preparation for the continually changing world of sport administration. Students who select this emphasis will be required to proceed their minor in Business Administration (21 credit hours), and are not eligible for teacher licensure in Sport and Exercise Science (120 credit hours).

### **Online Sport Administration Master's Program**

UNC Sport Administration graduate program at the extended campus in Denver and Colorado Springs will be converted from face-to-face to online in Fall 2017. This 12-month program provides courses, such as ethics, organizational behavior, marketing, law, facilities, finance, and current issues in the sports industry. Graduates have secured jobs with organizations in the NFL, MLB, MLS, NHL, and university athletic departments across the country, including the Denver Broncos, Colorado Avalanche, Colorado Rapids, New York Yankees, University of Northern Colorado, Air Force Academy, University of Colorado, and Colorado State University.



## BEAR TRACKS - ALUMNI UPDATE:

### Richard Irwin

Vice Provost, Academic Innovation and Support Services at University of Memphis

### Chad McEvoy

Professor and Chair in Sport Management at Northern Illinois University

### K.C Mayer

Assistant professor in Sport management at Roanoke college

### Noni Zaharria

Visiting instructor in Sport Marketing and Analytics at Saint Joseph's University

### Melissa Davies

Assistant Professor in Sport Management at University of the Pacific

### Eric Hungenberg

Assistant Professor in Sport and Leisure Service Administration at University of Tennessee at Chattanooga

### Emily Must

Lecturer in Sport Management of Isenberg School of Management at University of Massachusetts Amherst

### Kerry Fischer

Visiting Assistant Professor at SUNY Cortland



## CURRICULUM UPDATE:

### NEW COURSE

#### SES 694 - Fundraising and Development in Sport

This course introduces students to the “art” and “science” of fundraising, an endeavor about people, personalities, and personal relationships.

The main objective of SES 693 is to provide experiential learning opportunity that leads to quantifiable results in fundraising, and to learn realistic solutions for some of the major challenges in the field.

## CURRENT STUDENTS (M.S.)

<b>Amber Schaack</b>	<b>Josh Robinson</b>
<b>Andrew Coe</b>	<b>Landon Nagy</b>
<b>Angelica Sena</b>	<b>Logen Letofsky</b>
<b>Bradley Klump</b>	<b>Marissa Baca</b>
<b>Charlie Snelson</b>	<b>Matthew Kushar</b>
<b>Chelsea DeLamielleure</b>	<b>Melissa Klim</b>
<b>Ellis Onic II</b>	<b>Nathan Wanken</b>
<b>Haley Paxton</b>	<b>Nicole Brush</b>
<b>HaoTing Wang</b>	<b>Savannah Garcia</b>
<b>Jeffrey Thomson</b>	<b>Shelby Green</b>
<b>Jesus Garcia Ramos</b>	<b>Thomas Singleton</b>
	<b>Travis Cogswell</b>

### STUDENTS' QUOTES:

*"The program as a whole is a great extension to any sport related undergraduate degree"*

*"Northern Colorado has great professors that are incredibly knowledgeable and bring different points of view to every topic"*

*"The Sport Admin program provides an engaging atmosphere where we as students are challenged to think outside the box and work through real life scenarios"*

*"The program offers knowledgeable faculty that have industry experience that make class discussions and topics applicable to real world experience"*

## CURRENT STUDENTS(Ph.D.) & RESEARCH INTERESTS

**Bomin Paek** (1<sup>st</sup> year)

*Consumer behavior, Sport fans' decision-making process*

**Brian Fowler** (1<sup>st</sup> year)

*Organizational dtructure and culture, Player procurement*

**Hoyoon Jung** (1<sup>st</sup> year)

*Economic impact of sport, Consumer demand; Data mining and analytics of sport*

**Jay Martyn** (1<sup>st</sup> year)

*Revenue generation in sport facilities, Consumer Behavior*

**David Shimokawa** (2<sup>nd</sup> year)

*Extreme motorsports, Combat sports*

**Nicole Sellars** (2<sup>nd</sup> year)

*Consumer behavior, Gender in sport*

**Rammi Hazzaa** (2<sup>nd</sup> year)

*Corporate social responsibility, Stakeholder theory*

**Alex Traugutt** (3<sup>rd</sup> year)

*Efficiency of sport wagering markets, Revenue generation and returns on investment*

**Brittany Jacobs** (3<sup>rd</sup> year)

*Organizational behavior and sport development*

**Jacob Augustin** (3<sup>rd</sup> year)

*Sports gambling markets, Interrelationship between alcohol and sports*

**Jiyoung Park** (3<sup>rd</sup> year)

*Brand management, Sport media*

**Kayla Smith** (3<sup>rd</sup> year)

*Hazing perceptions and effects on organizational commitment*

