

"Versatility"



Rob Sender: December 2011 Baylor Sport Management graduate from Dallas, Texas

What characteristics do you like about Baylor?

There were quite a few characteristics about Baylor that attracted me. I was definitely swayed by the faith and community aspect. Baylor has a big family feel to it that I hadn't seen on other campuses before. Also, I knew that Baylor's notoriety and proximity to three of the largest cities in the country (Dallas, Austin, & Houston) would definitely help with job prospects!

Did you receive financial assistance through an assistantship; was it valuable?

I did! I had the pleasure of being an intramural sports graduate assistant with the Campus Recreation Department. The assistantship paid for all my program hours minus my off campus internship, a value of over \$40,000. On top of that, we were paid quite well as hourly employees! The assistantship gave me the opportunity to develop great connections and relationships in both the Campus Recreation and Athletic Departments. I even recently found out that my assistantship supervisor's letter of recommendation was what sealed the deal in getting me hired into my current position.

What was your favorite class in the Sport Management graduate program?

Legal Issues in Sports for sure! I am very interested in learning about the different ways the law applies to the sports industry. From contract negotiations to stadium negligence issues, it's all very important these days! I thought Dr. Petersen did a great job with designing the course. We had a great balance between learning the fundamentals and reading through landmark cases for application purposes.

What are the Sport Management graduate program's strengths?

One of my favorite things about the program is that it is in no way one dimensional. Although the curriculum is mostly set, the program covers a lot of different subject topics from sports marketing to law and finance. All of these are important across the sports industry as a whole but class projects allow you to tailor the material, making it applicable for your future.

What did you do for your internship/thesis?

I interned with The Marketing Arm, an international sports marketing agency. I worked on the AT&T account which included Olympic, collegiate, and professional sports. My main responsibilities included assisting in the property management and activation of contract elements such as in-stadium signage, promotions, player appearances, sweepstakes, and hospitality.

What is your current profession?

*I am the Partner Services Coordinator for the **Frisco Roughriders** and service and manage corporate partner accounts. The summary of my job includes fulfilling all elements of their contracts such as translating their corporate marketing campaign into promotions, signage, and hospitality (tickets, suites, etc.). Everyday is literally different than the one before!*

What advice or encouragement would you give to future graduate students in the Sport Management program?

NETWORK, NETWORK, NETWORK! It is a very competitive industry and it is all about who you know. Also, take every opportunity you can to gain experience even if it is only volunteering for a weekend tournament. How you look on paper is huge when you're looking for that first job.

