August 2012 | Baylor Sport Management | 254-710-4007

Bear Trails
a newsletter of the happenings within the BU Sport Management Program

Baylor Repeats Victory in Chapel Hill

April 22, 2012 – Chapel Hill, NC

A team of four graduate students from the Baylor University Graduate Sport Management Program brought home the championship in the fourth annual Case Study Competition held during the “Conference on College Sport” on April 19-21 at the University of North Carolina at Chapel Hill. The event was sponsored by UNC’s College Sport Research Institute (CSRI).

Baylor team members Lauren DeLay, Sunny Erfan, Jonathan Evans and Derek Newman were honored for their accomplishment by Dr. Coyte Cooper, CSRI case study coordinator, and Dr. Richard Southall, director of the CSRI, during the Friday morning opening session panel discussion on Title IX.

“This case study competition provided these Baylor grad students a high-pressure and competitive environment that showcased their problem-solving, data analysis and presentation skills,” said Dr. Jeffrey C. Petersen, assistant professor of health, human performance and recreation and sport management graduate program director at Baylor’s School of Education.

The initial portion of this two-round case study focused upon extensive revenue and expense data sets from the Division I level from both the Equity in Athletics Disclosure Act (EADA) report and from a data set provided by competition sponsor Winthrop Intelligence’s Win AD division. Trends in athletic department expensive and revenues streams were identified and assessed in relation to the collegiate model of athletics espoused by the NCAA.

This opening round included a two-week period to analyze data and develop a 1,000-word written response to the case that was reviewed by a panel of three judges. The second portion involved a 15-minute presentation before a panel of experts that analyzed present and potential challenges with the financial structure of NCAA Division I athletics.

Continued on p. 6
2011 graduate Lindsey Kobmann accepts her award as the Outstanding Graduate of the Sport Management Program for the 2011-12 academic year.

2012 Outstanding Major Recognized
May 2012 – Waco

Graduate students from across the Health, Human Performance and Recreation Department were honored during the annual awards luncheon held at the Marrs McLean Gym. Lindsey Kobmann was recognized as the 2011-12 Outstanding Graduate of the Sport Management Program.

Kobmann completed her undergraduate degree at Texas Tech University where she majored in finance while also being involved in intercollegiate softball during her time as an undergraduate.

In the graduate program at Baylor, Lindsey was a stellar performer completing her program with a 4.0 GPA while working as a Graduate Assistant with Dr. Randy Wood in educational outreach with the local schools. She completed her internship in the fall with the Houston Astros Foundation.

Former recipients of this award in recent years include: 2010-11 – Leeanne Lower 2009-10 – Kelsey Smith 2008-09 – Jordan Secord 2007-08 – Tori Watson 2006-07 – Nathan Barber

“The 2011-12 academic year was stellar for both student and faculty achievement. Student research, case completion accolades, and faculty leadership in scholarship all show that Baylor can compete with the best of the best.”

Dr. Jeffrey Petersen, Program Coordinator

Sport Governance Restructured

The arrival of Dr. Magnusen brought about the reorganization of the HP 5374 course for the spring 2012 term. The course was expanded in scope to include not only the traditional models of amateur, professional and Olympic sport, but also a detailed analysis of leadership and leadership theory in sport.

The growth of the sport management program as a whole allowed for Sport Governance to be offered again within the curriculum, and Magnusen’s expansion of the course allowed for greater consideration of practical and theoretical perspectives of leadership. The seminar format of the course also allowed for ample student discussion and interaction.

2011-12 Publications Summary

Another productive year in scholarship and research for program faculty and students resulted in eight peer reviewed journal articles, and an additional 15 published abstracts. Noted below are the primary journal publications this year.

*indicates student author

Peer Reviewed Journals

*indicates student author

2011-12 Publications Summary

Another productive year in scholarship and research for program faculty and students resulted in eight peer reviewed journal articles, and an additional 15 published abstracts. Noted below are the primary journal publications this year.

*indicates student author

Peer Reviewed Journals
Wakefield Debuts Research in Houston’s Reliant Stadium

October 29, 2011 – Houston, TX

Second year Sport Management Program student Lane Wakefield became the first Baylor student to present research at the ninth annual Conference of the Sport Marketing Association in Houston, TX. Lane’s research stemmed from an initial project launched during his HP 5373 Sport Management course during the fall of 2010. This initial inquiry into the factors impacting student attendance at FBS football games was crafted into an empirically tested model relating both product and marketing factors to game attendance.

Wakefield’s research poster was presented in a unique setting compared to most academic conferences. The session was hosted in the club level lounge area of Reliant Stadium. As a part of the SMA conference festivities, the research poster session was visited by representatives from Houston’s professional franchises (Texans, Astros, Rockets & Dynamo). This included members of the Houston Texan’s Cheerleaders who showed great interest in Wakefield’s research.

Research Awards

Dr. Mar Magnusen
Baylor University Institute for Oral History—Oral History Research Fellow

Dr. Jeffrey Petersen
Baylor URC Research Grant - An Analysis of Texas High School Football Corporate Sponsorship Activation
Outstanding Research Poster Award – Professional Division – 2011 TAHPERD Convention - A Texas collegiate and not-for-profit fitness center accessibility analysis.

Internship Sites 2011-12

Fall 2011
Brandon Classen – University of Mary Hardin Baylor Athletics
Cory Dickman – Maine Red Claws (NBADL)

Lindsey Kobmann – Houston Astros Foundation

Ryan Kota – Dallas Off-Road Bicycle Association (DORBA)
Kyle Lintelman – John Paul II High School Basketball
Matt Rodgers – Live Oak Academy Athletics
Lindsey Short – The Lone Star Conference

Meron Tamrat – Baylor University Student Athlete Services
Lane Wakefield – Emery/Weiner School Athletics

Spring 2012
Chris Buford – Baylor Football
Diana Cantu – Baylor Women’s Golf
Fred Ellis – Baylor Athletic Communications
Christopher Hannah – Baylor Athletic Facility Operations

Summer 2012
Dominik Mueller - Eintracht Frankfurt & Baylor Athletics
Jesse Henderson – FC Dallas

Fall 2012
Cody Alexander – Baylor Football
Josh Brown – Baylor IMG

Ashley Byrd – Pacer Sports & Entertainment
Ryan Cantrell – Houston Astros
Sunny Erfan – XL Center (Hartford, CT)
Abby Lawson – UNC Chapel Hill Intramurals
Derek Newman – Bear Foundation
Valerie Sternebeck – Baylor Athletic Business Office
Double Finalists at the SMA Conference

The Baylor University Sport Management Program was honored with two recognized research papers during the 9th annual conference of the Sport Marketing Association.

Dr. Mar Magnusen was lead author of a paper titled “Sport organization social advocates: Roles of reputation and team identification.” Dr. Jeffrey Petersen was lead author of a paper titled “Major and minor league sales: A job postings content analysis.” Both of these papers were finalists for the “2011 SMA Best Paper Award” determined to be among the top 8 of 174 submissions to the annual conference.

From each of the six conference tracks, the abstract that received the highest overall score from the blind reviews was nominated for the Conference’s Best Paper Award. Additionally, the two papers (from any track) that received the highest score but were not highest in their track received “wild card” nominations. These eight (8) authors were then invited to submit an extended short paper of no more than 3,000 words by September 15th. With the help of the Awards Committee and SMA’s Executive Board, a second round of double-blind reviews were conducted to determine the winning paper.

Achieving one quarter of the finalist field from the Baylor faculty is indeed quite an accomplishment, and demonstrates the quality of our faculty research.

Sport Management Faculty Roles

Over the past year new faculty members have joined in the efforts to effectively deliver the curriculum of the Baylor sport management program.

- **Dr. Jeffrey Petersen (Ph.D. University of New Mexico)** joined the faculty in the fall of 2009. He has assumed the role of directing the Sport Management graduate program as well as serving as the graduate program director for the HHPR department. His current teaching in the program includes: HP 5336 Sport Marketing, HP 5372 Legal Issues, HP 5376 Facility and Event Management, and HP 5327 Financial Management in Sport. Dr. Petersen’s background in teaching, coaching and interscholastic athletic administration is combined with his 13 plus years of collegiate teaching, research and professional service.

- **Dr. Marshall Magnusen (Ph.D. Florida State University)** began teaching at Baylor in the fall of 2011. Dr. Magnusen teaches HP 5373 Sport Management, HP 5336 Sport Marketing, HP 5375 Sport Governance, and HP 5398 Contemporary Ethical Issues in Sport. Dr. Magnusen’s current research interests are focused on social influence processes in sport organizations and in sport consumer behavior.

- **Dr. Andy Meyer (Ph.D. University of Illinois)** began teaching at Baylor in 2010 and serves in the areas of sport philosophy and sport sociology his current teaching areas within the master’s program have been within the HP 5374 Sport in the Social Context course and the HP 5370 Sport Psychology course.

- **Dr. Glenn Miller (Ph.D. University of New Mexico)** continues to serve as the coordinator of internships for the entire HHPR graduate program. Dr. Miller also teaches the HP 5377 Issues and Trends in HP and Sport Management. Dr. Miller’s primary duties lie in the direction of the Sport Pedagogy graduate program and in serving as the coordinator of the HHPR graduate program admissions.

- **Mr. Keith Miller (J.D. Marquette University)** works full time in Baylor’s Athletic Department as the Associate Athletic Director for Compliance, and has stepped in to serve as the instructor for a new course in the program being piloted in the spring of 2013 HP 5V70 NCAA Policy & Procedures. He brings a strong legal background and tremendous work experience in NCAA compliance.

Alumni Info – Get Connected

The Sport Management program is seeking to reconnect with program alumni to expand the network available for our students and graduates.

Please send your email address and contact information including your year of graduation to Dr. Petersen at jeffrey_petersen@baylor.edu

Alumni News - New Positions & Accolades

- **Chris Buford ('12)** – joined the scouting staff of the NFL’s Miami Dolphins as an assistant professional scout in May 2012.
- **Ben Hamilton ('10)** – began his new role as an account executive in corporate sponsorships with the Texas Rangers in early 2012.
- **Chris Istre ('10)** – was hired by the athletic business office of Baylor University in the spring of 2012, and has rejoined the staff that he completed his internship with during 2010.
- **Leeann Lower ('11)** – currently a sport management doctoral student at Ohio State was awarded a NASSM doctoral research grant at the 2012 NASSM Conference in Seattle, WA.
- **Kyle Lintelman ('11)** – joined Naamon Forest HS in Garland as the boys’ JV basketball coach and chemistry teacher.
- **Morgan Mercer ('10)** – began her new role as an academic advisor with the University of Alabama Birmingham during the summer of 2012.
25 Sport Management Presentations in 2011-12
* indicates student presenter

North American Society of Sport Management Conference, Seattle, WA (2012, May)
- Hong, S., Magnusen, M.J., & Mondello, M. Innovation diffusion in Major League Baseball: An event history analysis.
- Lower, L.,* Turner, B., & Petersen, J. Impact of involvement and population characteristics upon perceived benefits of recreational sports.
- Todd, S.Y., Magnusen, M.J., & Andrew, D.P.S. Changes in job seeker perceptions of sport jobs following a realistic job preview in video form.

College Sport Research Institute Conference on College Sport, Chapel Hill, NC (2012, April)
- Erfan, A.,* & Petersen, J. Greening the athletic facility “arms race”: An analysis of college campus building projects.
- Judge, L. W., Petersen, J., Bellar, D., Craig, B., & Wanless, L. Research and current coaching practices: Why the disconnect?
- Petersen, J., & Wynveen, C. Intramural versus club sport: A comparison of perceived benefits.

AAHPERD Convention, Boston, MA (2012, March)

Texas Association of Health, Physical Education, Recreation and Dance Convention, Dallas, TX (2011, December)
- Classen, B.,* Hannah, C.,* & Petersen, J. An examination of athletic and academic performance in BCS football.
- Petersen, J.C., & McClure, K.* A Texas collegiate and not-for-profit fitness center accessibility analysis.
- Petersen, J., Judge, L.W., & Pletic, C. Design and operation of an accessible strength and conditioning facility.

Sports Management Association of Australia and New Zealand Conference, Melbourne, Australia (2011, November)
- Judge, L.W., Surber, K.D., Petersen, J., Bellar, D., & Lee, D. Making the millennial mark: Lessons learned by the Youth Olympic Committee.
- Judge, L., & Petersen, J. NCAA Division I strength facilities: A design and operational analysis.
- Todd, S., Magnusen, M.J., & Andrew, D.P.S. The impact of video realistic job previews on applicants’ perceptions of sport jobs.

Southern Management Association Annual Conference, Savannah, Georgia (2011, November)
- Sport Marketing Association Annual Conference, Houston, TX (2011, October)
- Magnusen, M.J., Hong, S., Kim, Y.K., & Brimecombe, M. Sport organization social advocates: Roles of reputation and team identification.
- Petersen, J., Judge, L., Bellar, D., Surber, K., & Wanless, L. Consumer awareness and brand identification of the Youth Olympics Games.
- Petersen, J., Pierce, D., & Judge, L. Major and minor league sales: A job postings content analysis.
- Wakefield, L.,* & Petersen, J. Product and marketing factor influence upon student FBS game attendance.

Association for Applied Sport Psychology Annual Conference, Honolulu, HI (2011, September).
- Judge, L.W., Bellar, D., Petersen, J., Lutz, R., Gilreath, E., & Wanless, L. The attitudes and perceptions of adolescent track and field athletes toward PED use.
- Academy of Management Annual Meeting, San Antonio, TX. (2011, August)

Can You Dig It? Student Team Wins Sport Marketing Competition
First year Sport Management Program students Lauren DeLay and Sunny Erfan won a sport marketing competition that was established in collaboration with the Baylor Athletic Department and Baylor IMG.

As a culminating challenge of Dr. Magnusen’s summer HP 5336 Sport Marketing Course, sport management students were tasked with developing a game day marketing event for the Baylor women’s volleyball team. Armed with a budget of $750, Lauren and Sunny pitched a creative idea called, “Dorm Wars,” which was the unanimous selection of the panel of four BU Athletic Department judges.

The implementation of their marketing concept will take place on August 24th when Baylor competes against Texas A&M Corpus Christi at the Ferrell Center.
The Baylor team successfully defended the championship title from the prior year, by out-distancing the second place team from Georgia State University and the third place team from the University of Oregon. This year’s field was the deepest and most competitive, including 20 entrants selected between the undergraduate and graduate divisions including teams from the Ohio State University, University of Massachusetts, Drexel University, Duquesne University, University of North Carolina, and Georgia Southern to name a few.

“Our goal was to assert ourselves as the preeminent case study team in the country,” said Evans, team captain and a master’s candidate in HHPR/sport management from Waco, Texas. “We want Baylor to be instantly identified as a place where future leaders in sport management come to learn and apply those skills to improve our field. I think it’s safe to say we achieved our mission.”

“Our team spent countless hours preparing for this competition and it was so gratifying to see our efforts pay off in the end,” said Lauren DeLay, a master’s candidate in HHPR/sport management from Temple, Texas. “The research we conducted for the case competition was eye-opening and gave me great insight into the workings of American collegiate athletics. I am grateful to have gotten this opportunity at Baylor, as it enriched my learning experience.”

CSRI Case Team members Derek Newman, Lauren DeLay, Jonathan Evans, and Sunny Erfan pose with their award at the William Friday Special Events Center located on the campus of the University of North Carolina. The team captured the Graduate Division Case Study Competition Championship held during the 2012 Conference on College Sport sponsored by the College Sport Research Institute.