Alumni Profile: Lane Wakefield...

December 2011 Baylor Sport Management graduate from McGregor, TX

What characteristics do you like about Baylor?
I grew up around BU and always wanted to go there. My older brother, JK, completed his graduate studies at Baylor and enjoyed it. I also heard that there were good job opportunities for those who completed graduate school--especially at Baylor.

What was your favorite class in the Sport Management graduate program?
My first class in the program was the HP 5373 Sport Management course with Dr. Petersen. That was the first time that my eyes were opened to all of the professions that fall under the sport management umbrella. I specifically remember an assignment where I got the opportunity to speak with then Athletic Director Gerald Myers at Texas Tech University. That interview built my confidence and desire to learn more about the subject.

What are the Sport Management graduate program’s strengths?
The Sport Management Program’s strengths are the professors and their sincere desire to see each student succeed. Through my time at BU, Dr. Petersen presented multiple off-campus learning opportunities through research and competitions. The College Sports Research Institute held a case study competition and research conference in Chapel Hill, NC. Baylor’s graduate program provided funds for a group of us to go and learn from experts in the field. I also received the opportunity to make a poster presentation at Reliant Stadium in Houston for the Sports Marketing Association’s annual conference.

What did you do for your internship field experience in the program?
I took a full-time job at The Emery Weiner School in Houston, TX as a teacher and coach. I saw many of the lessons we learned about scholastic athletic departments in action. Working with middle and high school students was the perfect place for me to begin my professional journey.

What is your current employment and what are your future career aspirations?
I am currently entering the Sport Management PhD program at Texas A&M University. While studying in College Station, I’ll continue my passion for coaching at the St. Joseph’s Catholic School in Bryan. Both programs are exceptional and I am proud to be a part of them.

What advice or encouragement would you give to future graduate students in the Baylor Sport Management program?
I would encourage future students to take every opportunity to take on new challenges in new subject areas. Research studies weren’t very interesting to me at first, but after getting my feet wet through the CSRI and SMA conferences I found that I really enjoy the process.