Meet our Bears

Dr. Jeffrey Petersen | SPM Graduate Program Director
Dr. Petersen released a facility management textbook in fall of 2017, and was promoted to the rank of full professor in spring of 2018.

Dr. Marshall Magnusen | Associate Professor
Dr. Magnusen received tenure last fall after an impressive showing of peer reviewed scholarship marked by high quality and growing visibility.

New Students 2018

Madison Cindric
Dalton Dry
Sarah Edmondson
Shelly Fanning
Izzy Farmwald
Matthew Gillette
Tristan Hawkins
Andrea Huete
Jarrod Miller
Caroline Mahler
Makai Mason
Grant McLaughlin
Austin Mease
Michael Muto
Jiayao Qi
William Quinn
Aaron Rhodes
Owen Rogers
Sara Stevens
Maura Walsh
Shannon Wright

Undergraduate Institution

University of Arizona
Texas Christian University
Colorado Mesa University
Baylor University
Ohio State University
Texas Lutheran University
Baylor University
University of Miami
Florida State University
Baylor University
Yale University
Baylor University
Kansas State University
Loras College
Johns Hopkins University
Loras College
Sam Houston State
Baylor University
Texas A&M University
Loras College
University of Texas

*Indicates student author
Baylor partners with Sodexo and Boys and Girls Clubs of Waco

Beginning in the summer of 2018 Baylor Athletics partnered with Sodexo, a new food and beverage contractor headquartered just outside Paris, France. The General Manager Joseph Galvin was instrumental in beginning this graduate assistant program for the fall of 2018. A current student of the sport management program, Alhajie Dumbuya, transitioned from the similar graduate assistant role with SAVOR, the former contractor in 2017-18, and a second position is slated to start in the fall of 2018 as well. These two graduate assistant roles are 10 month placements at 29 hours per week over the August through May academic year.

Along with Sodexo, through the efforts of BGCW Board Member and SPM Alumnus, Jordin Westbrook, and the cooperation of BGCW CEO, April Rosier, the SPM program was able to develop a new GA program with the Boys and Girls Clubs of Waco. The Club in Waco was established in 1909, and it is the oldest Club in the state of Texas. BGCW offers programs and services to all young men and women, ages 6-18. This GA role is a 12 month appointment with a 20 hour per week assignment during the school year and 29 hours per week during the summer months. The Sport Management Program is excited about moving forward with both partnerships.

Our Partners

Our Partners

2018-19 Graduate Assistant Positions

Jarred Alwan
Zachary Amundson
Emma Baumann
Joshua Cochran
Dalton Dry
Alhajie Dumbuya
Sarah Edmondson
Izzy Farmwald
Alec Finch
Matthew Gillette
Jarrod Miller
Dakota Jordan
Tanner Kaplan
Klein Klotz
Jody Lee

BU Football
BU Men’s Basketball
Southwest Sports Med
BU Football
BU Men’s Basketball
Sodexo
BU Ticketing Office
SMG McLane Stadium
AFCA
BU Compliance
Equipment Services
BU Football Operations
SPM Research Assistant
McLennnon Community College
BU Fan Engagement

Caroline Mahler
Cody McCoy
Grant McLaughlin
Austin Mease
Brock Meckelborg
Michael Muto
Teresa Nicolet
Jaiyao Qi
William Quinn
Sara Stevens
Ashley Veach
Maura Walsh
Cedric Whitaker
Shannon Wright
Kerry Wright

Campus Recreation
BU Men’s Basketball
Bear Foundation
Southwest Sports Med
SMG McLane Stadium
AFCA
Southwest Sports Med
Boys and Girls Clubs of Waco
IMG
BU Fan Engagement
SPM Research Assistant
AFCA
BU Football
Southwest Sports Med
Student-Athlete Center for Excellence
Baylor Sport Management was proud to host the 2018 Applied Sport Management Association Conference, the first academic conference hosted in program history. Begun in 2009, ASMA aims to bring together scholars in sport and practitioners in the sport industry. The conference provides an environment where young scholars and professionals can foster relationships and conversations to further the field of sport management. In addition to the traditional conference programming which has focused primarily on the academics in sport, Baylor SMA added a number of panels aimed for practical application in the area of sport. The three-day conference hosted 143 attendees from all across the nation and world. The weekend included five panels, 23 oral presentations, 46 poster presentations, a case study competition, and a keynote speaker.

The Case Study Competition asked undergraduate teams to create a bid for the Playoff Fan Central portion of the CFP that included sponsorship activations for the College Football Playoff corporate sponsors, a three-day schedule of events, a site plan for the facility, a safety and security plan, a staffing plan, and a budget for the event. Teams submitted a bid packet in advance of the ASMA Conference and pitched their proposals during a 15-minute presentation.

Baylor Sport Management saw huge success through the program’s social media efforts for the conference. During the panels, attendees could tweet questions using the hashtag #ASMA2018, and attendees were interviewed after panels to provide feedback and show our followers different people and institutions who attended. Baylor Sport Management utilized Facebook, Instagram, and Twitter for social media outreach. The primary digital goal of the 2018 ASMA Conference was to increase the level of engagement on Baylor Sport Management’s social media platforms. Baylor Sport Management’s Facebook page saw a 10,500% increase in page views and 10,293% increase in post reach. Baylor Sport Management’s Twitter saw a 12,131% increase in impressions, 3,250% increase in likes, and a 194% increase in engagement rate. The week leading up to ASMA, Baylor Sport Management’s Twitter received 1,300 impressions, whereas the weekend of ASMA and the week after, the program’s Twitter received an impressive 15,900 impressions. The program saw huge increases in engagement on all of its social media platforms and reached its goal of increasing its following and engagement on the program’s social media platforms.
SPM Record Number of Student Research

The masters program had a record number of student research presentations made in 2017-18. A total of 34 students attended national conferences to share 15 different poster presentations highlighting their research conducted in either their SPM 5373 Sport Management or SPM 5376 Facilities and Event Management course. Baylor serving as host for the ASMA conference this past year contributed to this record number, but a group of three students also presented their research at the College Sport Research Institute Conference hosted at the University of South Carolina in Columbia. In addition to masters student research, Patrick Marsh, an SPM doctoral student, also made six research presentations at five different conferences.

This year’s conference presentations far surpassed the previous record of 11 students and 6 presentations set in the 2013-14 academic year. In all of these presentations students received funding to support this work via the Graduate School Travel Awards and support from the Department of Educational Leadership and the School of Education.

Tracking our Bears
2017-18 Presentations


2017-18 Publications


*Indicates student author


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Baylor University Sport Management Master’s Program

http://www.baylor.edu/soe/edl/sportmgmt