

## Sample Courses

### ESS 118 - HISTORY OF SPORT & PHYSICAL ACTIVITY

Since all human institutions and agencies as they exist today represent only the latest stage in a long process of growth and development, each is best understood when we turn back to the past and retrace the significant steps in its evolution to the present forms. A study of history yields many vital clues to what would otherwise defy analysis. History gives perspective in assigning values to new solutions brought forward for old problems, and it enables one to start where others left off, profiting by their successes and avoiding their mistakes. Organized sports occupy a central place in modern American society. This course looks at the history of sport, as well as physical education, by tracing their rise from informal games to a multi-billion dollar industry.

### ESS 380 - SPORTS MARKETING

The sports industry is experiencing tremendous growth and sports marketing is playing an important role in this emerging industry. Sports marketing is the specific application of marketing principles and processes to sport products and to the marketing of non-sports products through association with sport. The study and practice of sports marketing is complex and interesting because of the unique nature of the sports industry. Today, sports organizations define their businesses as entertainment providers. In addition, sports organizations know that in order to be successful in the competitive environment of sports, they must have a strong marketing orientation. An organization with such an orientation concentrates on understanding consumers and providing sports products that satisfy consumers' needs.

## Sport Management Faculty



#### Dr. Jennifer Mak

Dr. Mak received her Ph.D. from Indiana University. She teaches sports marketing, organizational behavior, and supervises internships. She also directs the sport management program. Her research interest include the marketing of sport and the economic impact of tourism and leisure behavior.



#### Dr. Jarrod Schenewark

Dr. Schenewark received his Ph.D. from the University of Texas. His classes include sport law, sport history, and facility management. His research interest include work-family conflict/enrichment among sport professionals and the history of health, human performance, and fitness.



#### Dr. Gregg Twietmeyer

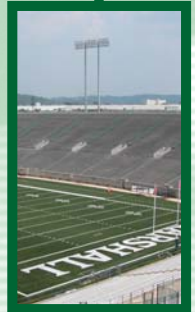
Dr. Twietmeyer received his doctorate from Penn State University. He teaches sport philosophy, sport history, and sport sociology. Dr. Twietmeyer's research interests include the nature of play, sports ethics, and sport & religion.



#### Dr. Wonyul Bae

Dr. Bae received his doctorate from Indiana University. His classes include business of sport agents, and sport finance. Dr. Bae's research interests center on marketing in professional golf. Dr. Bae also has experience as an agent for American basketball players seeking to play in Korea.

# Sport Management 2011



**M** MARSHALL  
UNIVERSITY™

## About Marshall

### OUR NAME

Marshall University is named after John Marshall, the great Chief Justice of the United States, Marshall Academy was established in 1837. Marshall became a university in 1961 and has since grown tremendously, particularly in the 1990's which saw the construction of the state-of-the-art Drinko Library, Jomie Jazz Center and the addition of the Graduate College.

### FAST FACTS

- The Marshall University School of Kinesiology is part of the College of Health Professions.
- The Marshall University School of Kinesiology has over 400 students, more than some Colleges on campus!
- The Sport Management program has over 150 undergraduate students and 30 graduate students.
- Marshall University also offers minors in: Sport Studies; This minor focuses on the sport humanities (philosophy, ethics, sociology, etc.) Sport Management; This minor focuses on the business aspects of sport (law; marketing, etc.)
- Our Admissions staff can be reached at 1-800-642-3499 or [admissions@marshall.edu](mailto:admissions@marshall.edu)



## The Sport Management Program

### CORE COURSES

Marshall University Sport Management program requires a vigorous academic engagement with the world of sport and physical activity. The program requires courses in history, sociology, exercise science, administration, law, marketing, finance, and ethics. (Sample courses can be seen on the back side of this brochure.)

### ELECTIVES

Marshall Sport Management student are also allowed to tailor their education to fit their professional goals by taking elective courses within the department. A few examples of popular electives include:

- ESS 301 - Philosophy of Sport & Physical Activity
- ESS 416 - Facilities Planning
- ESS 280 - Sport Tourism

### COLLABORATION WITH THE BUSINESS SCHOOL

The Marshall Sport Management requires a strong foundation of courses from the Business School including, accounting, economics, law, public relations (journalism school), statistics, management, and marketing. Students are then required to get a minor in the business school from one of the following areas.

- Accounting
- Economics
- Entrepreneurship
- Finance
- Journalism (offered by Journalism school)
- Marketing
- Management Information Systems
- Management

### OUR GRADUATES

Marshall University Graduates are currently working for the following sports organizations.

- NASCAR
- Toronto Raptors
- West Virginia Power
- University of Notre Dame Athletics
- University of Florida Athletics
- ESPN
- ISP Sports
- Washington Nationals

### INTERNSHIP POSSIBILITIES

- ESPN
- Marshall University Athletics
- Paul Brown Stadium (Cincinnati Bengals)
- Disney Wide World Sports
- Quantum Soccer
- Guyana Golf & Country Club
- New York Knicks

### JOB OPPORTUNITIES

- High School Athletics
- YMCA or Youth Sports
- Sports Marketing or Sales
- Professional Sports
- Coaching
- Sports Law or Sports Agent
- Collegiate Athletics
- Fitness Centers
- Academics

### CONTACT US

To find out more about the program call (304) 696-2927 or email [mak@marshall.edu](mailto:mak@marshall.edu)