



SPORT ADMINISTRATION ACADEMIC ADVISING MANUAL

June 30, 2013

Dr. Stroman, EXSS Sport Administration Faculty

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Overview of the Sport Administration Program

The undergraduate Sport Administration program is a part of the Exercise and Sport Science department. The department is in the Natural Sciences division of the College of Arts and Sciences. Thus, students will also receive physical science knowledge in preparation for positions in the sport industry. This additional study will complement the course work specific to sport-related business and further prepare students to work in high-level competitive sport settings. Graduates may secure jobs in corporate positions within professional sport organizations, intercollegiate athletics programs, and grassroots and youth sport organizations.

Topics covered through the investigation and discussion of theoretical and empirical research of management sub-disciplines include business strategy, communication, marketing, ethics, economics, event planning, operations management, organizational behavior, finance, sponsorship, licensing, law, sales, sports information, facility management, media and community relations, technology management, and other important components of the sport industry.

Note: For UNC-CH undergraduate studies, sport administration and sport management are synonymous terms used to refer to the industry of sport management. At the graduate level, the term sport administration refers specifically to the industry of intercollegiate athletic administration.

Classes are primarily located in Fetzer Hall and Woollen Gymnasium. Partnerships with the university's athletic department, local sport-related businesses, and the Atlantic Coast Conference are instrumental in the delivery of experiential education requirements.

EXSS - Sport Administration graduates will receive a Bachelor's of Arts diploma stating one's completion of a degree in Exercise and Sport Science – Sport Administration.

Academic Advising

Steele Building Advisors

Carolina offers a variety of excellent resources to help you with any challenges you may encounter. Meet with your assigned academic advisor (in the Steele Building) in the fall semester of each school year to talk about any concerns you may have. Advisors can help you identify useful resources. These advisors will guide you to graduation by assisting with scheduling and the courses necessary to meet the 120 credit hours within eight semester requirement.

Natural Science Advisors: <http://advising.unc.edu/about-us/people/natural-sciences-mathematics/>

The Learning Center (<http://learningcenter.unc.edu>) can help you with time management, study skills, writing, note-taking skills, test-taking strategies, and a host of other methods to help you become the best possible student you can be. EXSS and Steele Advisors encourage you to review the Student Success website at <http://www.studentsuccess.unc.edu/> for ideas about keeping your studies on track. Counseling and Wellness Services, located in the Taylor Student Health Building, can also be a great resource in navigating college life (<http://campushealth.unc.edu/>).

EXSS Academic Advisors

Dr. Sherry Salyer – Director of EXSS Undergraduate Studies – salyer@email.unc.edu

Dr. Erianne Weight – Coordinator of Sport Administration Undergraduate Studies - eweight@email.unc.edu

Curriculum

See Appendix A for the chart of the two undergraduate sport administration curriculums. Undergraduate Track in Sport Administration (30 credits) for all undergraduate students (effective fall 2010):

EXSS Major Core Requirements for Sport Administration students:

- 175 Human Anatomy
- 188 Emergency Care of Injuries and Illness
- 221 Introduction to Sport and Recreation Administration
- 276 Human Physiology

Note: All General Education requirements apply. All EXSS students are required to take BIOL 101 and 101L. A "C" grade or better is required in each of these four core courses for all EXSS majors.

Sport Administration students must complete the following sport administration courses:

EXSS 273 Research in Exercise and Sport Science
EXSS 322 Fundamentals of Sport Marketing
EXSS 323 Sport Facility and Event Management (EE credit)
EXSS 324 Finance and Economics of Sport
EXSS 326 Sport Law
EXSS Elective – Two courses at 200 level or higher level

Note:

- ECON 101 is a prerequisite to EXSS 324.
- EXSS 328 Sport Ventures is a course open to Entrepreneurship Minor students. Limited slots are open to Sport Administration students.
- EXSS 493 (formerly 327) – Field Experience in Sport Administration is recommended for high-performing students interested in gaining experiential education (EE) credit for a sport management-related internship
- Considering graduate school? Strongly recommended to take EXSS 273 Research in Exercise and Sport Science

- Math 110 (prerequisite for EXSS 273, 376, 385)

Suggested sequencing of EXSS and Sport Administration track courses:

EXSS 175, 188, 221, and 276 at any time during sophomore and junior year or in summer school

EXSS 322 and EXSS 324 – fall of senior year

EXSS 323 and EXSS 326 – spring of senior year

It is strongly suggested to take 175 and 276 as early as possible; don't wait until your senior year. Dependent upon your career aspirations, you are encouraged to supplement the major with enhancement electives. For example, EXSS 327 Field Experience in Sport Administration is an EE credit-approved course that provides students with a valuable sport administration internship (See Dr. Stroman). A maximum of 40 hours in EXSS courses may be applied toward the B.A. degree.

Textbooks – Each course will require various textbooks and selected readings. The EXSS Sport Administration faculty has also adopted Street and Smith's Sports Business Journal (<http://www.sportsbusinessjournal.com/>) as a standard text for all courses. It strongly recommended that students purchase an annual subscription as noted in the course syllabus.

221 Introduction to Sport Administration Topics

Introduction to the Sport Industry

Why Sport Management Matters

Communication and Media Relations in Sport

Management and Leadership in the Sport Industry

Sport Economics

Sport Finance

Sport Marketing

Sponsorship and Sales in the Sport Industry

Sport Facility and Event Management

Sport Industry and the Law

Sport Governance

Ethics in the Sport Industry

Global Sport Industry

Sport Management Internships

Your Future in the Sport Industry

322 Sport Marketing Topics

Marketing Sales and Influence

Product and Service Analysis

Situation Analysis

Target Markets

Marketing Objectives

Marketing Strategies

Research and Planning

Marketing Mix

Implementation, Control, and Evaluation

Research and Planning

Sales

Understanding Sport Sponsorship

Prospecting and Sponsors

Sponsor Needs

Financial Implications & Pricing

Developing Proposal & Securing Agreement

Managing Sport Sponsorships

NCAA and The Media

Licensing and Logos

Marketing the Olympics

Individual Athlete Sponsorships

Image, Media, and Sport Marketing

E-Marketing (New Media)

323 Sport Facility and Event Management Topics

Introduction to Facility and Event Management

Facility Management in Today's Sport Industry

Planning and Producing the Event

Developing Budgets and Sponsorship Proposals

Sport-Event Marketing and Providing Hospitality at Sport Events

Financing Facilities

Privatization

Location and Getting in Touch with Your Customer

ADA Requirements

Working with Participants

Hiring Personnel and Contracts

Risk Management

Facility Negligence

Media Relations

Crowd Management

Medical Emergency and Evaluation Plans

Alcohol Management

Concession Management

Box Office Management

Charity Events

Organizational Analysis: Developing Mission Statements, Goals, Objectives,

Human Resource Planning: Developing Job Analyses & Job Descriptions

Staff Planning and Training

324 Finance and Economics of Sport Topics

Economic Theory

Economic Principles

Market Structures and Regulation

Economic Challenges

Economic Impact

Labor Relations and Unions

Salary Cap and Free Agency

Sports Franchise Valuation

Revenue Sources and Revenue Sharing

Financial Accumulation Tools

Business Structure

Business Strategies

Budgets and Money

Forecasting and Planning

Financial Management

Capital Budgeting

NCAA Structure and Management

NCAA - Revenue Distribution

Economies and Market Structure of College Sports

Taxes and Public Sector Funding

Financing and The Student-Athlete: Exploitation or Education?

Methods of Fundraising

Sponsorship Partnerships

326 Sport Law Topics

Introduction to the Legal System

How to Summarize a Case

Elements and Defenses of Negligence

Waivers and Releases and Negligent Supervision

Emergency Care and Duties regarding Transportation

Products Liability/Property and Premises Liability

Crowd Management and Event management

Civil Assault and Battery/Criminal Assault and Battery

Gambling

Contract Essentials and Employment Contracts

Letters of Intent and Scholarships

Game, Event and Sponsor Contracts

Judicial Review, Standing, and Injunctions

State Action and Due Process

Equal Protection

Drug Testing

Eligibility and Conduct

Religion

Title IX

Gender Discrimination and Employment

Sexual Harassment

Disabilities and Americans with Disabilities Act

Copyright, Patents, and Trademarks

Anti-trust and Sport

Sport Agents and Agent Regulation

Research

EXSS Sport Administration students are highly encouraged to enroll in EXSS 273 – Research in Exercise and Sport Science. You will learn research design, data collection methods, and basic research principles to assist with the completion of undergraduate projects related to sport administration. This course will also prepare students for graduate school studies.

Hussey and Hussey (1997) summarize the different **purposes of research** as follows:

1. To investigate some existing situation or problem.
2. To provide solutions to a problem
3. To explore and analyze more general issues.
4. To construct or create a new procedure or system.
5. To explain a new phenomenon.
6. To generate new knowledge.
7. A combination of two or more of any of the above.

Research is not necessarily the production on something completely original. Research can involve the testing of existing theories in new situations, which would still produce original findings. Veal (2006) notes, there are a number of different ways to make a piece of research original, such as testing an existing theory in a different geographical area, or replicating an existing study using a different methodology.

Four general classifications of research (Gratton and Jones, 2010):

1. Exploratory

- Little or no prior knowledge of phenomenon, thus need for initial exploration before more specific research can be undertaken
- Looks for clues about the phenomenon
- Looks for patterns or ideas emerging from the data without preconceived ideas or explanation
- Generally followed up by further research that tests any ideas or hypotheses generated

2. Descriptive

- Describes a particular phenomenon
- Focuses on the issue of what and how much has happened -- rather than the why
- No attempt to explain the results obtained (just a report)

3. Explanatory

- Explains why something happened
- Assesses causal relationships between variables
- Requires some sort of theoretical framework so that explanation may be deduced from the data

4. Predictive

- Forecasts future phenomenon based on the interpretations suggested by explanatory research

Theoretical vs. Empirical Research –

Theoretical research generally uses the finding from existing works to develop new ideas through analyzing existing theory and explanations. These new ideas are not tested through collecting evidence in the form of primary data.

Empirical research supports the development of new ideas through the collection of data through empirical (observation or measurement) means.

Qualitative Research – To understand & interpret social interactions. Objective: Explore, discover, & construct. Type of data collected: Words, images, or objects. Form of data collected: open- ended responses, interviews, participant observations, field notes, & reflections. Data analysis: Identify patterns, features, themes. Subjectivity is expected. Researcher & their biases may be known to participants in the study, & participant characteristics may be known to the researcher. Results: Particular or specialized findings that is less generalizable. Scientific Method: Exploratory or bottom-up: the researcher generates a new hypothesis and theory from the data collected. View of human behavior: Dynamic, situational, social, & personal. Nature of observation: Study behavior in a natural environment. Final report: Narrative report with contextual description & direct quotations from research participants.

Quantitative Research – To test hypotheses, look at cause & effect, & make predictions.

Objective: Describe, explain, & predict. Type of data collected: Numbers and statistics. Form of data collected: based on precise measurements using structured & validated data-collection instruments. Data analysis: Identify statistical relationships. Objectivity is critical. Researcher & their biases are not known to participants in the study, & participant characteristics are deliberately hidden from the researcher (double blind studies). Results: Generalizable findings that can be applied to other populations. Scientific Method: Confirmatory or top-down: the researcher tests the hypothesis and theory with the data. Nature of observation: Study behavior under controlled conditions; isolate causal effects. Final Report: Statistical report with correlations, comparisons of means, & statistical significance of findings.

(Johnson & Christensen, 2008 and Lichtman, 2006)

Excellent summation of The Qualitative versus Quantitative Debate –

<http://writing.colostate.edu/guides/research/gentrans/pop2f.cfm>

Abstract

Research reports often commence with an abstract. The abstract is a short section, generally of about 100-1200 words, outlining the aims of the research, the methods employed to collect data, the sample from which the data were collected and a summary of the main conclusions. Abstracts allow researchers to identify whether a piece of research will be valuable in their own studies without having to read the entire article.



Senior Honors Program

Graduation “with Honors” or “with Highest Honors” requires completion of EXSS 693H, EXSS 694H, and completion of a quality senior thesis evaluated by your EXSS honors committee. This thesis is directed independent research under the supervision of a faculty advisor who teaches in EXSS.

Candidates for graduation “with Honors” or “with Highest Honors” must secure approval from the Director of the EXSS Senior Honors Program. (Note: UNC does not have cum laude academic honors. Students can graduate with Distinction or Highest Distinction by having a GPA of 3.5 or 3.8 respectively and must have completed at least 45 academic hours at UNC – Chapel Hill.)

A student must have a GPA of 3.2 or above prior to acceptance into the EXSS Senior Honors Program and the student must maintain an overall average of 3.2 or above in order to remain in the program.

Honors Program Curriculum:

EXSS 693H - Senior Honors (3 credits). Co-requisite EXSS 273 (Research in Exercise and Sport Science).

EXSS 694H. Senior Honors (3 credits). Prerequisite, EXSS 693H. Preparation of an honors thesis and an oral examination on the thesis.

What kinds of sport administration honors projects are completed?

Students in EXSS Sport Administration complete a wide variety of projects that cover the sport industry. Consider issues or concerns that current athletic administrators and managers face and then develop research questions to investigate over two semesters. For example, eligibility or Title IX concerns in intercollegiate athletics, the salary cap in professional sport leagues, anti-trust application in sport, funding sport programs, work-life balance issues, athlete exploitation, sponsorship and commercialism in youth sports.

Who is on your honors committee?

The EXSS Senior Honors Program committee consists of the student’s faculty thesis advisor, who will chair the committee, and two other members of the faculty. The faculty advisor and at least one of the other committee members must be full-time members of the departmental tenure-track faculty. Contact Dr. Meredith Petschauer, 962-1110, mbusby@email.unc.edu to receive information on registration and to discuss your topic interest.

Sport Administration (or related) Journals

1. Journal of Sport Management
 - <http://www.humankinetics.com/jsm/journalAbout.cfm?CFID=2409450&CFTOKEN=78361327>
2. Sport Management Education Journal (NASSM & NASPE)
 - <http://www.nassm.com/InfoAbout/SMEJ>
3. Journal of Sports Economics
 - <http://jse.sagepub.com/>
4. International Journal of Sport Management and Marketing
 - <http://www.inderscience.com/browse/index.php?journalCODE=ijsmm>
5. International Journal of Sports Marketing & Sponsorship
 - <http://www.im-reports.com/SM/IJSM/>
6. Journal of Issues in Intercollegiate Athletics (CSRI)
 - <http://csri-jiia.org/>
7. The Sport Journal (U.S. Sports Academy)
 - <http://www.thesportjournal.org/2007Journal/Vol10-No3/>
8. Journal of Sports Media
 - <http://www.olemiss.edu/depts/journalism/JSIndex.html>
9. International Journal of Sport Management
 - <http://americanpresspublishers.com/IJSM.html>
10. International Journal of Sport Finance (FIT)
 - <http://ideas.repec.org/s/jsf/intjsf.html>
11. Journal of Quantitative Analysis in Sport
 - <http://www.bepress.com/jqas/vol3/iss3/3/>
12. The Sport Marketing Quarterly (SMQ)
 - <http://www.fitinfotech.com/smq/smq.tpl>
13. Journal of Sport Administration & Supervision
 - <http://www.jsasonline.org/>
14. International Review for the Sociology of Sport
 - <http://irs.sagepub.com/>
15. Journal of Contemporary Athletics
 - https://www.novapublishers.com/catalog/index.php?cPath=125_114&osCsid=c9b5dbf1ddeda25cb1a5c57dfe227de
16. Journal of the Study of Sports & Athletics in Education
 - <http://www.intute.ac.uk/cgi-bin/fullrecord.pl?handle=20080117-11123378>
17. Journal of Sport and Social Issues
 - <http://jss.sagepub.com/>
18. Sport Management Review
 - http://www.elsevier.com/wps/find/journaldescription.cws_home/716936/description#description
19. International Journal of Sports Communication
 - <http://hk.humankinetics.com/ijsc/journalAbout.cfm>

20. Journal of Venue & Event Management
 - <http://www.hrsm.sc.edu/jvem/index.shtml>
21. Journal of Sport History
 - http://www.la84foundation.org/5va/history_frmst.htm
22. Journal of Sport Sciences and Medicine
 - <http://www.jssm.org/>
23. Journal of Sports Sciences
 - <http://www.tandf.co.uk/journals/authors/rjspauth.asp>
24. Journal of Leadership Studies
 - <http://www3.interscience.wiley.com/journal/114054396/home>
25. Journal of Sport Behavior
 - <http://www.getcited.org/pub/100505083>

Related Journals (marketing, management, tourism, etc.)

American Marketing Association's very helpful link:

- <http://www.marketingpower.com/Community/ARC/Pages/Research/Journals/Other/default.aspx>

Academy of Management's very helpful link:

- <http://www.aomonline.org/>

Resources

1. UNC Writing Center

The Writing Center (WC) is a free service available to students, faculty, and staff at UNC-Chapel Hill. The main office is in SASB North, and there is a satellite location in Greenlaw Hall. The tutors are friendly graduate students from a variety of academic disciplines who are specially trained in teaching writing. The WC offers both 50-minute face-to-face sessions and an online tutoring system that allows undergraduate students to submit writing and receive feedback via the web. The face-to-face sessions take place by appointment. Undergraduates can use Writing Center services twice a week; graduate students, faculty, and staff can work with the WC once a week. Additional services for international students and scholars and other English language learners are available through the ESL program.

People visit the WC at all stages of the writing process. Writers often want to work on understanding an assignment or project, brainstorming some good ideas, or making an outline. They may choose to focus on thesis, organization, or argument, or they may be interested in learning how to proofread or edit their papers. People come to the Writing Center seeking feedback from an experienced, interested reader-someone who can say, "I understood this part, but not this one," or "I'm not sure how this relates to your thesis," or "I was wondering why you put this sentence here-can you tell me more?" The questions the tutors ask will show you how your writing is coming across to one audience; the skills they teach you will help you communicate your ideas more clearly and effectively.

<http://www.unc.edu/depts/wcweb/>

2. UNC Odum Institute

Founded in 1924, the H. W. Odum Institute (OI) for Research in Social Science is the nation's oldest multidisciplinary social science university institute. Indeed, the OI is the oldest institute or center at UNC- Chapel Hill. The mission of the Odum Institute parallels that of the University as a whole -- teaching, research, and service -- but the Institute's focus is on the social sciences. However, the Odum Institute is not part of any one school or department. Rather it stretches across virtually the entire university community and beyond, touching students, faculty, and staff from public health, social work, business, government, and the arts and sciences. People come from all corners of the university to take advantage of the training and courses, consulting services, data, software, and facilities that the Institute offers.

What services does the Odum Institute offer to students?

Data Archives

The Institute maintains the country's third-largest archive of computer-readable social science data. Holdings include national and international economic, electoral, demographic, financial, health, public opinion, and other types of data to meet a variety of research and teaching needs.

Grant Services

The Institute's grant services include assistance with the development and submission of research proposals and the administration of grants for social science faculty and graduate student researchers.

Survey Methodology

The Institute provides consultation in survey methodology, construction of measurement instruments, sample design, and selection of appropriate data collection methods, especially the use of personal, telephone, and mail surveys.

Statistical and Computing Services

The Institute's statistical and computing services include short courses and individual consultation in data analysis, data management, programming, and use of hardware. The Odum Institute's Computer Laboratory provides access to computing software, hardware, and expertise in data analysis.

Statistical Consulting

The Odum Institute maintains a statistical consulting service, staffed by advanced graduate students, who are on call in the Odum Institute computer laboratories to answer routine statistical and programming questions. These staff members offer individual consultations at all stages of the research process.

Primary Laboratory - Manning Hall, Room 01 (in the lower level)

May 6 to August 20: Monday through Friday: 9 a.m. to 6 p.m., Sunday: 1-5 p.m.

Secondary Laboratory - Manning Hall, Room 16 (in the lower level)

May 6 to August 20: Monday through Friday: 9 a.m. to 6 p.m., Sunday: 1-5 p.m.

Qualitative Analysis Consulting

The Odum Institute provides specialized computer programs for qualitative analysis, as well as training and consultation in their use. Students and faculty who would like assistance with software or with the methodological concerns of their projects can make a special appointment to discuss their data. Assistance with the methodological issues of grounded theory, ethnography, and phenomenological studies is available.

2. North American Society of Sport Management (NASSM)

The purpose of the North American Society for Sport Management is to promote, stimulate, and encourage study, research, scholarly writing, and professional development in the area of sport management - both theoretical and applied aspects. Topics of interest to NASSM members include sport marketing, future directions in management, employment perspectives, management competencies, leadership, sport and the law, personnel management, facility management, organizational structures, fund raising, and conflict resolution. NASSM maintains a list of universities that offer sport management programs. In addition, NASSM hosts an annual conference and administers a research journal.

Sport administration students are encouraged to read the abstracts posted on the conference link to gain familiarity with research topics, format and approaches to collaborative research.

<http://www.nassm.com/>



EXSS Faculty



<http://exss.unc.edu/faculty-staff/>

EXSS Chairperson: Darin Padua



Dr. Darin Padua, PhD, ATC

*Department of Exercise and Sport Science
216 Fetzer Hall CB# 8700*

dpadua@email.unc.edu

Dr. Darin Padua is a Professor in the Department of Exercise and Sport Science and Director of the Sports Medicine Research Laboratory. He is an adjunct faculty member in the following Departments at UNC: Orthopaedics, Biomedical Engineering, and Allied Health Sciences. Dr. Padua serves as the Director of the National Academy of Sports Medicine (NASM) Research Institute and is the acting Chair of the Research Committee for the National Athletic Trainers' Association Foundation.

Sport Administration Faculty

(More faculty details on the EXSS website!)

Coyte Cooper, Ph.D.

Woollen 205

919.962.0959

cgcooper@email.unc.edu

@coytecooper



Dr. Cooper's Research Interests

- Issues in intercollegiate athletics (Emphasis: nonrevenue sport programs)
- Strategies to save college wrestling programs
- Leadership development in academic and athletic settings

"Success is the masterful application of the fundamentals on a daily basis"

(Robin Sharma)

Get to know your professors!

Fun Facts:

1. Favorite meal - Pizza at Mother Bear's Pizza in Bloomington, IN
2. Top three musical artists or genres -Tim McGraw, George Strait, Bryan Adams
3. Favorite dream vacation location – Hawaii
4. Top three favorite athletes - Tim Duncan, Cael Sanderson, and Jerry Rice
5. Top three recommended books (non-sport related) - Tuesdays with Morrie, The Monk Who Sold His Ferrari, Leadership Gold
6. Favorite sport to play – Basketball
7. Favorite sport to watch - College Football
8. Favorite dream car - Toyota Tacoma (Don't really have one)
9. Who would you pay (over \$100) to hear speak? - John Maxwell
10. What would you change in this world if you had the time, money, and power? – I would love to see more kindness in our world.

Barbara Osborne, J.D.

Woollen 309

919.962.5173

b_osborne@unc.edu



Prof. Osborne's Research Interests

- Legal issues in intercollegiate athletics including Title IX, Title VII, sex discrimination, sexual harassment, and sexual orientation discrimination
- Women's issues in intercollegiate athletics
- Regulating student-athlete conduct
- Eating disorders in athletics populations

Get to know your professors!

Fun Facts:

1. Favorite meal - Sushi
2. Top three musical artists or genres - Springsteen, Bryan Adams, Broadway show tunes :)
3. Favorite dream vacation location - Alaska, Australia, or Africa -- my A list!
4. Top three favorite athletes - Joan Benoit, Gene Osborne (my dad), Stephen Bickford (my son)
5. Top three recommended books (non-sport related) - Three Cups of Tea, The Little Prince, everything by Stephen King
6. Favorite sport to play - Running (track and field)
7. Favorite sport to watch – Soccer
8. Favorite dream car - '68 Chevy Camaro SS Convertible
9. Who would you pay (over \$100) to hear speak? - Not sure I would pay \$100 to see anyone!
10. What would you change in this world if you had the time, money, and power? Everyone would be held accountable for their actions: good would be rewarded, evil punished, and deception eliminated

Deborah Stroman, Ph.D., CLU

Coordinator of the Undergraduate Sport Administration

Internship Program

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@drstroman



Dr. Stroman's Research Interests

- Leadership
- Marketing
- Entrepreneurship
- Social issues of Sport

"Align your passion and your purpose to create and sustain inner peace." DLS

Get to know your professors!

Fun Facts:

1. Favorite meal – Fish, garlic mashed potatoes, and any green vegetable (except okra)
2. Top three musical artists or genres – Gospel, Jazz, and Reggae
3. Favorite dream vacation location – Africa
4. Top three favorite athletes – Walt Frazier, Serena Williams, and Annika Sorenstam
5. Top three recommended books (non-sport related) – Middlesex, The Help, and The Power of Nice
6. Favorite sport to play – Basketball
7. Favorite sport to watch - NFL
8. Favorite dream car - Mercedes-Benz SLR McLaren
9. Who would you pay (over \$100) to hear speak? – C.S. Lewis, Kant, and Mandela
10. What would you change in this world if you had the time, money, and power? – Everyone would have surgery to implant "love nodes" in their hearts 24/7. We would be programmed to find the good and love in one another to generate more forgiveness, kindness, and collaboration.

Deborah Southall

Woollen 307

919.962.3508

djsothll@email.unc.edu



Get to know your professors!

Fun Facts:

1. Favorite meal – Pasta
2. Top three musical artists or genres – Pop/Rock, R&B, and Country
3. Favorite dream vacation location – South Africa
4. Top three favorite athletes – LeBron James, Andre Agassi, and Lance Armstrong
5. Top three recommended books (non-sport related) – Into the Wild, Under the Banner of Heaven and A Time to Kill
6. Favorite sport to play – Tennis
7. Favorite sport to watch - Basketball
8. Favorite dream car – Mercedes Convertible
9. Who would you pay (over \$100) to hear speak? – President Obama
10. What would you change in this world if you had the time, money, and power? – Hunger

Alumni

Graduates of the EXSS undergraduate sport administration program have enrolled in graduate programs and/or gained employment in professional, intercollegiate, and youth sport organizations across the country.

The following former undergraduate students are currently employed with the university's athletic department:

1. Andre Williams* – Football
2. Corey Holliday* – Football
3. Brandon Fanney* – Operations
4. Richie Grimsley - Operations
5. Patrick Marsh – Operations
6. Sarah Humphries* – Marketing
7. Clare Duffy - Business Office
8. Emily Cozart – Rams Club
9. Tim Sabo* – Ticket Office

* – Graduated from UNC sport administration graduate program

The sport administration graduate students may work closely with the undergraduate sport administration students on various projects. The following former sport administration graduate students are currently employed or work directly with the university's athletic department:

1. Joe Haydon - Football
2. John Brunner – Operations
3. Tim Smith - Rams Club
5. Amy Howe Hoots - Rams Club
6. Emily Cozart - Rams Club
7. Lance Markos - Compliance
9. Shelly Green - Compliance
10. Shelley Johnson – Student-Athlete Development (Leadership Academy)
11. Marie Baker – UNC Health Care (formerly with the Rams Club)
12. Seth Reeves – Tar Heel Sports Properties (Learfield)

The following former sport administration graduate students are currently employed with the NCAA:

1. Lynn Holzman - Director of Academic and Membership Affairs
2. Vanessa Fuchs – Athletic Director, Florida State University



Affiliations

1. CAROLINA SPORT BUSINESS CLUB



The Carolina Sport Business Club (CSBC) was established to support the academic and professional success of University of North Carolina students pursuing a career in the sports industry. CSBC seeks to encourage and empower the leadership development of its membership through the identification, partnership, and participation in purposeful business and/or sporting activities. CSBC will achieve this mission through the connection and collaboration of its membership with the faculty, staff, students, athletic department and businesses of the UNC and Triangle communities.

www.csbcunc.com

Send an email to theclub@unc.edu to join the Sakai site and to receive information on Club activities.

2. Sports Communications Certificate Program - School of Journalism and Mass Communication:

In 2002, the J-School launched a Sports Communication Program, headed by Dr. John Sweeney. Funded by a \$1 million anonymous grant, the program provides courses about sports and the media, offers internships and scholarships for students, and brings visiting lecturers to the school. There is no such sports communication program in the U.S., and UNC is the perfect site.

The Sports Communication Program brings the revolutionary commercial world of sports to students, while allowing them to confront the extraordinary changes occurring in sports. This knowledge will assist them in the pursuit of competitive jobs in the sports industry and give them a unique perspective on many of the fundamental dilemmas of our time.

The Sports Communication Program is designed to accommodate students in the news-editorial, electronic communication, advertising, public relations and visual communication sequences. It aims to lead the nation in educating young practitioners about important issues of sports in the United States and beyond.

A certificate, *a concentration of three or more courses in a related field of study*, is noted on a student's transcript. *A limited number of students will be admitted* into the program and will be guaranteed a seat in each of the three required courses:

- JOMC 377: "Sports Communication" (3 credit hours). An overview of the organizations involved in the sports communication field. Topics include the major television and radio networks, leading magazines and newspapers, and marketing and advertising firms. Subjects include publishing, journalism, team and league media relations, college sports information, TV and radio productions, and advertising.
- JOMC 476: "Ethical Issues and Sports Communication" (3 credit hours). Examines ethical dilemmas and decisions in the commercialization and coverage of modern sports. Topics include the influence of television, pressure to change sports traditions and standards for money, and negative influence on athletes from commercialization as well as a range of social controversies.
- JOMC 376: "Sports Marketing and Advertising" (3 credit hours). Examines the range of promotional techniques being used in the modern sports industry. Topics include sponsorships, advertising, merchandizing and the effects of commercialization.

For more information about the certificate or the Sports Communication Program contact Dr. Sweeney at jsweeney@email.unc.edu or call 919.962.4074.



3. UNC CENTER FOR STUDY OF RETIRED ATHLETES

Hundreds of professional athletes retire each year. Unfortunately, many of them spend retirement in physical and mental pain – the result of abusing their bodies for years on the playing field. They suffer from ailments such as dementia, severe arthritis and nutritional/dietary problems that change their lives forever.

The Center for the Study of Retired Athletes within EXSS department investigates the spectrum of physical and mental challenges these retired athletes face. The primary goals of the Center are to collect epidemiological data on retired professional athletes and to provide medical care for select retirees in a research setting. The hope is that the research findings will help improve the quality of life for many retired athletes. This information also will be used to prepare active athletes for a healthier retirement.

The Center's research is conducted in cooperation with nationally recognized researchers and clinicians who provide expertise in a number of disciplines including: cardiology, nutrition/exercise physiology, neuropsychology/neurosurgery, psychiatry/psychology, orthopedics, geriatrics/gerontology, epidemiology, clinical athletic training/physical therapy and applied biomechanics.

<http://www.csra.unc.edu/index.htm>



4. UNC Kenan-Flagler Business School

Some K-F (BSBA – Bachelor of Science in Business Administration) students pursue careers in the sport industry. The EXSS major and sport administration courses are popular resources for them. Don't be surprised to see them enrolled in EXSS classes or volunteering in various EXSS events and activities. K-F students may remain generalists or concentrate in one of the following business tracks: Entrepreneurship, Finance, International Business, or Marketing.

The Carolina Sport Business Club partners each year with the K-F Marketing Club and the K-F MBA program Sports, Entertainment, and Hospitality Club to promote meetings and events of mutual interest.

Note: Students who have completed their first year at UNC and admitted UNC transfer students will be eligible to apply for BSBA admission.



5. UNC Department of Philosophy – See Dr. Jan Boxill (Director, Parr Center for Ethics)

- First Year Seminar: Issues in a World Society: Sports and Competition (PHIL 067). This seminar examines ethical issues in sports, including Title IX, gender equity, racism, sexism, cheating, violence, and drug use. Instructor: Dr. Jan Boxill - JMBOXILL@email.unc.edu
- PHIL 266: Ethics in Sports

6. Entrepreneurship Minor – See Dr. Stroman

The minor offers a Sport Venture track for students interested in exploring the entrepreneurial mindset and/or having their own sport-related business. The course number is EXSS 328. <http://www.unceminor.org/>

Careers

From high-profile major league and international contests to local professional and amateur events, spectator sports are an increasingly popular source of entertainment. The multibillion-dollar sports industry offers employment opportunities for management, marketing, and supervisory professionals at all levels of competition. Groups employing sports management professionals include academic institutions, major league and minor league professional sports franchises, independent sports confederations (such as the Professional Golfers' Association), sporting goods companies, and independent sports marketing and management consulting firms.

Find your perfect career in sports:

1. <http://personal.bgsu.edu/~jparks/ExSport/index.html>
2. Work in Sports - <http://www.workinsports.com/sports-jobs.asp>
3. **Team Work Online** - <http://www.teamworkonline.com/>
4. Women Sports Jobs - <http://www.womensportsjobs.com/default.htm>
5. Jobs in Sports - <http://www.jobsinsports.com/>
6. Olympic Sport Jobs - <http://www.teamusa.org/jobs/olympic-sport-jobs>
7. Sports Management Worldwide - <http://www.sportsmanagementworldwide.com/>
8. Sports Careers - <http://www.sportscareers.com/>
9. Job Monkey - <http://www.jobmonkey.com/sports/>
10. Sports Job Watch - <http://www.sportsjobwatch.com/>
11. Taz Sport - <http://www.tazsport.com/>
12. Sports Careers Institute, LLC - <http://www.sportscareersinstitute.com/index.html>



Internships

As the sport industry expands and becomes increasingly more competitive, it is crucial that students have tangible experiences to prepare them for post-graduation employment. Field experience or internships in sport administration and management provides students with the opportunity to apply academic course work in the business environment. This experiential education offers rewarding practical management learning while supplementing classroom knowledge and textbook studies. Also, students may "test" a given occupation to further explore career options.

Previous internship sites from EXSS 493 (formerly 327) include: UNC athletic department, Disney, Town of Cary, Carolina Hurricanes, Durham Bulls, SJG Greater NC Sports, Best Shot Foundation, Campus Recreation, 4 Our Fans, USA Baseball, Rams Club, and Tar Heel Monthly.

Testimonials from EXSS 493:

"They really teach me things you don't learn in the classroom. You learn how businesses work and get to apply the skills you learn in a classroom to a business setting. You can also make contacts, experience cities, and get a real sense of what you want to do with your life."

"I learned how to balance a friendly relationship and professional attitude. You should take advantage of you experience and be open to new tasks."

"Working off-site boosted my confidence and allowed me to see what worked and what didn't within marketing. Event planning was new on my radar and now I might think of it as a potential career because I was able to work on it on a smaller scale. It made me learn that experience is the key to success."

"I learned that communication is essential to all facets of life. I have begun to realize the time commitment and non-conventional hours one must have in the

sport administration field. You should take advantage of your internship and all of the networking opportunities at the organization.”

“You have to be quick on your feet in the sport industry. It’s all about taking the initiative and being up for the challenge.”

“Make as many contacts as possible within your internship because you never know where a contact may lead you. Be creative and be an entrepreneur.”

“It allowed me to develop connections in the sports world.”

“I know that what I learned I will be able to apply to be future as a professional. You should always have an open mind and it can open up windows.”



EXSS Social Media



Facebook page: UNC EXSS UNITE!

<http://www.facebook.com/pages/UNC-EXSS-UNITE/101208503989>



Dr. Cooper - @coytecooper

Dr. Stroman – @drstroman

Linked in®

- The PROFESSIONAL business networking tool! Strengthen and extend your existing network of trusted contacts. Strongly recommended!

<http://www.linkedin.com/>

Contact Us

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Chapel Hill, NC 27599-8700

919.962.2022 or 919.962.0018

Fax: 919.962.0489



Sport Administration Offices:

Woollen Gymnasium (2nd & 3rd Floors)

Fax: (919) 962-6325



EXSS Website: <http://exss.unc.edu/>

Searchable Campus Map: <http://www.unc.edu/maps/>

APPENDIX A

EXSS—SPORT ADMINISTRATION

NOTE: THE EXSS CURRICULUM HAS BEEN ALTERED FOR INCOMING FIRST YEAR STUDENTS-EFFECTIVE FALL 2010. TRANSFER STUDENTS HAVE THE OPTION TO ELECT THE NEW CURRICULUM. (THE CURRICULUM REMAINS UNCHANGED FOR STUDENTS WHO WERE AT UNC PRIOR TO THE FALL OF 2010.)

Students entering UNC as first year students prior to Fall 2010 will follow this curriculum (This IS UNCHANGED)

REQUIRED COURSES

- EXSS 101 Foundations of EXSS
- EXSS 175 Human Anatomy
- EXSS 273 Research in Exercise and Sport Science
- EXSS 276 Human Physiology

One from:

- EXSS 181 Sport Psychology
- EXSS 376 Physiological Basis of Human Performance
- EXSS 380 Neuromuscular Control and Learning
- EXSS 385 Biomechanics of Sport

OTHER REQUIRED COURSES-SPORT ADMINISTRATION

- EXSS 188 Emergency Care
- EXSS 221 Intro to Sport and Recreation Administration
- EXSS 322 Fundamentals of Sport Marketing
- EXSS 324 Finance and Economics of Sport
- EXSS 326 Legal Aspects of Sport

Important:

- At least 6 courses (18 hours) must be completed with a grade of "C" or better.
- NO EXSS course may be taken Pass/D/Fail by an EXSS major.
- A maximum of 45 hours in EXSS courses may be applied toward the B.A. degree.
- EXSS requires BIO 101/101L as a Physical and Life Science course with a lab.
- Econ 101 is required for all EXSS-SA majors.
- Math 110 (prerequisite for EXSS 273, 376 and 385)

Students entering UNC as first year students in the Fall 2010 must follow this curriculum:

REQUIRED CORE CLASSES (MUST EARN A "C" OR BETTER IN EACH OF THE FOUR CORE CLASSES)

- EXSS 175 Human Anatomy
- EXSS 188 Emergency Care of Injuries and Illness
- EXSS 221 Introduction to Sport and Recreation Administration
- EXSS 276 Human Physiology

OTHER REQUIRED COURSES:

- EXSS 322 Fundamentals of Sport Marketing
- EXSS 323 Sport Facility and Event Management (EE)
- EXSS 324 Finance and Economics of Sport
- EXSS 326 Legal Aspects of Sport
- EXSS electives — two courses above 200

Important:

- At least 6 courses (18 hours) must be completed with a grade of "C" or better.
- NO EXSS course may be taken Pass/D/Fail by an EXSS major.
- A maximum of 45 hours in EXSS courses may be applied toward the B.A. degree.
- EXSS requires BIO 101/101L as a Physical and Life Science course with a lab.
- Econ 101 is required for all EXSS-SA majors.
- EXSS 273 - Research in Exercise and Sport Science recommended for those considering graduate school
- EXSS 493 (EE) - Field Experience is highly recommended