Event Management Class Partners with Biloxi Shuckers for Fan Fests

The Sport Venue & Event Management graduate class was recently given the task of collaborating with the Biloxi Shuckers, Double-A Minor League affiliate of the Milwaukee Brewers. Jenifer Truong, a graduate of the department and the current Community Relations & Promotions Manager for the Shuckers, visited the class recently to explain the assignment at hand. The students will be responsible for supplying creative ideas for the first Fan Fest hosted by the Biloxi Shuckers. Truong will be one of many staff members to review the suggested ideas and incorporate these possible ideas to assist during the season. This project will provide priceless experience for the students and important connections to further their careers!

Below: Jenifer Truong presents to class

(Left to Right) Dr. Brandon Allen, Jenifer Truong, Dr. Chris Croft

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ALUMNI SPOTLIGHT

Brandon Bernard
Graduation Year: May 2014
Current Employer & Position: Stephen F. Austin - Marketing Coordinator for Football, Baseball, Tennis & Bowling

How did the USM Sport Management program prepare you for the career you have now?
The biggest thing I took away from the program was the connections I made and the opportunities that the program provided for me. Coming into the program I had just graduated with my bachelor’s degree in general studies and had no idea what I wanted to do career wise. The coursework and my practicum hours helped me discover the sports marketing profession and I decided that it would be the perfect career choice for me.

What is one of your favorite memories from your time in the program?
My favorite memory from the program was definitely my sports marketing internship which later turned into a GA position. Once I completed my athletic eligibility in college, I knew I wanted to stay around sports for the rest of my life, but I didn’t want to become a coach. I was approached by the USM Sports Marketing department on campus to become an intern and it allowed me to get as close to the action as possible without actually playing the sport. Being a part of the behind the scenes game day production opened my eyes to a whole new world in sports and allowed me to get where I am at today.

What advice would you give to students in the program now?
My advice to current students would be to interact and meet with everyone you can while you’re still enrolled. Take as many internships as you can in different fields to determine what you’re interested in and once you find the one you enjoy the most try to become an expert in that field. Read books, attend conferences, reach out to people (by email or phone) who have the position that you want and ask them questions about how they got there and what they did when they were in your shoes, basically anything that could give you a leg up on the competition to prepare you for future job interviews.
**JANUARY IN REVIEW**

- SM 392 students started up their practical experience with several different offices, both on and off campus. Practicum work sites include Southern Miss athletic marketing and communications offices, USM men's basketball, USM Lady Eagle basketball, USM Equipment, USM ticketing, Hattiesburg High, and Memphis Redbirds.
- Dr. Chris Croft recently traveled to Austin, Texas, to present at the Black Student-Athlete Summit. Croft presented on Graduate Transfers: Money for Play but No Money for Degree.

**UPCOMING EVENTS**

- Mardi Gras Holidays- February 12-13
- Last Day to Withdraw (8Wk Courses)- February 21
- Spring Break- March 12-16

*For more information on these dates, please contact the department graduate assistant, Leah Williams, at leah.d.williams@usm.edu*

**Have a Safe and Happy Mardi Gras!**