Sport Management Students Play Important Roles in Independence Bowl

Several of the department’s students were given the opportunity to be a part of the Walk-Ons Independence Bowl. The bowl was held in Shreveport, Louisiana, on December 27, 2017, as Southern Miss took on the Florida State Seminoles. Students took on a variety of roles from playing in the actual game to working various jobs such as athletic training, photography, and statistics. The department is extremely proud of each student for his/her hard work!

The photos left and below were taken and edited by students within the Sport Management program, an example of the hands-on work done by students.

Photos were provided by current graduate student and Director of Digital Marketing & Creative Services, Chanelle Smith Walker.

Stay connected with us!
Southern Miss Sport Management Club
@usmSMC

Faculty/Staff

Dr. Brandon Allen
601.266.6057
brandon.l.allen@usm.edu

Dr. Chris Croft
601.266.6350
chris.croft@usm.edu
@CoachChrisCroft

Dr. Dennis Phillips
601.266.5578
dennis.phillips@usm.edu
@thegooddrp

Mrs. Jewel Adams
601.266.6762
jewel.adams@usm.edu
ALUMNI SPOTLIGHT

Jenifer Truong
Graduation Year: May 2015
Current Employer & Position:
Biloxi Shuckers - Community Relations & Promotions Coordinator

How did the USM Sport Management program prepare you for the career you have now?
The Sport Management Program helped me prepare for my career in a few different ways. The courses allowed me to sample the various aspects of sports. I was able to see different facilities and how they operated from city leagues to the professional level. The program gave me the knowledge I needed to work with the Men’s Basketball team, and there I gained invaluable experience. The program serves as my foundation to my career.

What is one of your favorite memories from your time in the program?
One of my best memories is establishing the Sport Management Club. We had fundraisers, designed t-shirts, solicited sponsors, hosted tailgates, and most importantly, organized facility visits outside of Hattiesburg and hosted speakers.

What advice would you give to students in the program now?
My advice includes practicing two things: selling and networking. Every team has several sales representative positions including season tickets, group sales, and corporate sales. It is a tedious job. Most don’t enjoy it, but it is a stepping stone you will need. If you want to be promoted, it will require a growth in sales. In addition, you are always selling your product. When I am at community events, I am not selling a ticket, but I am selling the different community outreach projects we participate in.
The sports industry itself is quite large, but it is a close-knit group. It is so important to network. Not only does it open doors to job opportunities, but it makes the job easier and allows you to better yourself. Networking also motivates me. When I meet other professionals, in or out of the sports world, it makes me step back and evaluate if I am taking the right steps to move up in my career.
DECEMBER IN REVIEW

Students were able to attend and work one last New Orleans Saints game with Landmark Event Services. Throughout the season, these student workers were able to learn hands-on experience at a professional level, have fun, and witness the Saints' incredible season! Thanks to Landmark for the help!

UPCOMING EVENTS

- University Offices Reopen- January 2
- Martin Luther King, Jr. Holiday- January 15
- Spring 2018 Classes Begin- January 16
- Last Day to Drop Full Term Classes- January 23

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

Happy New Year!!

2018