

SOUTHERN MISS SPORT MANAGEMENT NEWSLETTER



March 2019 edition

Sport Sales Class Seeks Expertise from Ticket Sales Staff

Cold calls seem a little less scary to the undergraduate Sport Sales class now that they have a little experience. With a some help from the USM Athletics Ticketing staff, these students were able to learn the ins and outs of ticket sales and operations. Juliana Rouse, a current student in this course, described her experience so far in the class, "I was nervous when I first started the class and learned that we had to call season ticket holders throughout the semester. Dr. Allen and the ticket sales staff gives us a lot of hands-on activities on learning about sales methods and techniques. This class really takes you out of your comfort zone while also giving you a real life scenario on what it is like in sports sales." Students were tasked with making outgoing cold calls to various Golden Eagle season ticket holders and fans and helping set up and manage the ticket sales table during the Gonzaga baseball series at Pete Taylor Park. Ben Winpigler, Account Executive for the USM ticket office, was very impressed with the students' progress. "The Sport Management Sales class is a great learning experience for the students involved. They are getting hands-on experience in a very valuable skill that can be used in many different job fields. The students have been doing very well so far and I expect them to continue to grow in the months to come."



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Southern Miss Sport Management Club



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Stay connected with us!

AA/EOE/ADA

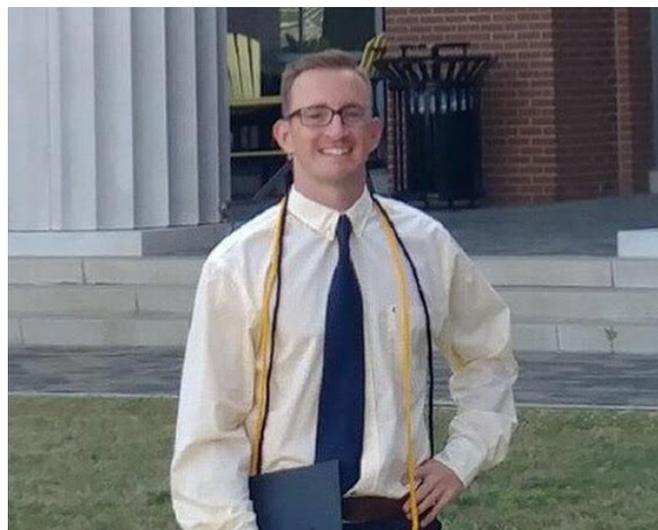
ALUMNI SPOTLIGHT

Ethan Hutcheson

Graduation Year: 2018

Current Employer & Position:

Erin Hills Golf Course - Assistant Golf Professional/Assistant Operations Manager



How did the USM Sport Management program prepare you for the career you have now?

The Southern Miss Sport Management program prepared me for the career I have now in a number of different ways. First, the program gave me the opportunity to combine my business background with my love of sports to become the best professional I could be. It allowed me to study the operations, management, and customer service aspects of sport as well as network with professionals from all phases of the sports industry. I use the things I learned and observed during my time at Southern Miss everyday in an effort to be the best manager I can be.

What is one of your favorite memories from your time in the program?

While there are a lot of great memories from my time at USM, my favorite memory would have to be from the time I helped out at the Inaugural Bass Fishing Tournament my final semester. What was supposed to be a fun day at the lake turned into a cluster of a day as my classmates, professors, and I got stranded in a storm while trying to finish up the tournament. Tempers definitely flared that day, but looking back, I think everyone would laugh at it now.

What advice would you give to students currently in the program?

My biggest piece of advice for students in the program now would be to network. Building relationships with your classmates, professors, and guest speakers is the best way to build your brand and get your name out there. The sport's industry is quite smaller than you may think, so interacting with everyone you can and trying to find ways to stand out may help you land a job in the future.

FEBRUARY IN REVIEW

On February 12, the School of Marketing kicked off the Mardi Gras season by hosting an opportunity for freshmen and sophomores to connect with the various professors from the Marketing, Merchandising, Healthcare Marketing, Sport Management, and Hospitality & Tourism programs. Free king cake and milk was served to those students who stopped by the Lock Commons to chat. Keep on the lookout for more School of Marketing events throughout the semester!



The Sport Management Club held a fun-filled night for all members. This event was a great chance for everyone to meet each other, mingle, and invite any friends who might have been interested in joining. Pizza, cupcakes, and soft drinks were served. Members were able to show their competitive side by dividing into teams and competing in sports related trivia orchestrated by club officer Brad Jasper.



A couple of our faculty members, Dr. Chris Croft and Dr. John Miller, conducted two research presentations to an international audience at the Sport and Recreation Law Association conference February 28 - March 2 in Philadelphia, PA. The first presentation, with Dr. Jeff Levine (Drexel University), dealt with legal issues about game contract was entitled "University of Nebraska Cancels Home Football Game Against the University of Akron: Could the Zips be Zapped". The second presentation dealt with safety and security issues by ticket waivers of spectators attending Division I Football games entitled "The Effectiveness of Ticket Waivers at Division I Intercollegiate Football Games."

Dr. Miller also conducted two other presentations at the conference. Along with Kassandra Spindler, the first presentation was entitled "Safety in Softball: Current Perceptions of the Use of Defensive Face Masks at the High School Level." The second presentation, with Jeffrey Curto, dealt with safety and security issues at Power 5 conference-related universities. The presentation was entitled "The Perceptions of CCTV Use by Division I Athletic Directors."

UPCOMING DATES/EVENTS

- Last day of & final exams for TTH 8 Week- March 7
- Spring Break (No Class)- March 11-15
- Last day of & final exams for MW 8 Week- March 18
- TTH 8 Week classes begin- March 19
- MW 8 Week classes begin- March 20
- Last day for Spring 2019 degree candidates to reserve May commencement seat (\$100 fee)- April 18

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

