



WICHITA STATE
UNIVERSITY

COLLEGE OF EDUCATION

Department of Sport Management

THE SPORT MANAGER

Official Newsletter of the Department of Sport Management

Tentative Summer Class Schedule Announced

Both bachelor's and master's students will have a wide range of summer sport management classes from which to choose, based on the tentative course schedule submitted to the registrar. The schedule features eight 500 to 700-level classes—all of which are available to both undergraduate and graduates.

Many of the classes will be recognized as equivalents to required classes in the curriculum and may be substituted accordingly. Students are strongly encouraged to confer with their assigned advisors before enrolling to make class selections and determine course substitutability for required classes, if appropriate.

The tentative summer schedule includes:

SMGT 520-Sport Tournament & Event Management (July & Aug.)
SMGT 711-Structuring & Scheduling Sport Tournaments (Online)
SMGT 750C-Sport Consumer Research (June & July – Department permission required)
SMGT 750D-Sociology of Coaching (June)
SMGT 750E-Marketing in the Sport Industry (July)
SMGT 750F-Financial Dimensions of Sport Management (June)
SMGT 750G-Public Relations in Sport Management (June)
SMGT 750I-Sociocultural Dimensions of Sport Management (July)

Practicum and internship opportunities will also be available.

Summer and fall semester course schedules will be available March 28. Registration for both semesters begins April 9.

NSF Case Cup Competition

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A group of four WSU Sport Management students participated in the 2012 National Sport Forum Case Cup Competition during the last weekend in January in Oklahoma City, Okla.

The NSF Case Cup Competition, in its sixth year, is a prestigious invitational contest held in conjunction with the National Sports Forum conference.

Wichita State was one of just eight institutions selected for the event, and it marked the first year WSU was represented in the competition. The team of four graduate students consisted of Ashley Byers, Alex Johnson, Tim Lauderdale and Brittany Price.

This year's case was focused on increasing awareness and relevance for specific NCAA Championships with strong growth potential. Student teams were asked to select at least one sport and substantially increase the excitement for fans, surrounding communities, attendees and TV viewers of the selected NCAA Championship.

Students were required to support each of their championship's business, operational, marketing and sponsorship recommendations with appropriate qualitative and quantitative information to prove the projected impact of their ideas. Teams had exactly 24 hours to draft a response to the case and prepare a 20-minute presentation with a panel of judges made up of sports industry professionals and academic experts.

While WSU did not win the Case Cup championship, post-presentation feedback from the judges indicated the team was among the best in the competition. The WSU students were commended on their research skills and overall sport marketing savvy.

8th Annual SMSA Career Fair

The Sport Management Student Association is holding its eighth annual career fair. It will be held in the Heskett Center Lobby on Feb. 28 from 10:00 am to 12:00 pm.

Last year included organizations such as KCAC, Greater Wichita Sports Commission, Wichita Thunder, Wichita Wingnuts, and Wichita State Athletics. This is a great opportunity for students to learn about internships, co-op positions, volunteer opportunities, and full-time employment.

Students planning to attend should dress business casual and bring a copy of their resume.



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David Moses – Legal Issues
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Martin Perline – Economics
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Frank Rokosz – Struct. &
Scheduling Sport
Tournaments
Steve Shaad – Sport
Tournament & Event Mgt,
Selling in the Sport Industry
Tonya Sullivan – Sport
Facility Management
Michelle Kuhns – Legal
Aspects of Sport II
Jessica Varlack – Legal
Aspects of Sport and Physical
Activities 1

Dr. Richard Laptad –
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Dr. Lori Miller – Professor
Emeritus



Sport Management Alumni Reunion

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Department of Sport Management

April 20 & 21, 2012

There will be registration information coming soon!!

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Q&A with David Moses



David Moses teaches Legal Issues in the Profession at Wichita State University. He is also an attorney in the Wichita area. David was able to take a few moments of his time to answer some questions.

Q: What is your current occupation?

A: Managing Shareholder, attorney for Case, Moses, Zimmerman & Martin, P.A.

Q: What is your tie to WSU?

A: Life long resident of Wichita, wife graduated from WSU with bachelor's and master's degree, long time season ticket holder, booster and donor, lecturer in Sport Management program since around 2005.

Q: What is the importance of your class?

A: Help guide students as they become professional ethical sport managers.

Q: If you could give one piece of advice to Sport Management students, what would it be?

A: Learning never ends.

Q: Why did you choose to go into law?

A: First wanted to become a lawyer when 9 years old. Lets me try to make a difference and help people.

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