

## Special Interest Articles

*Beijing Study Abroad –  
Summer 2007*

*Sport Panel – Feb. 2007*

*Kristin Ludden – Chicago  
Bears*

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## Director's Message

It is with great pride and pleasure to share the inaugural issue of the Sport Management Newsletter with you – the first of many to come in the years ahead. Our newsletter will be used to describe the various activities and news associated with our Sport Management programs, students, and graduates.

Loyola University Chicago (LUC) is among the leaders in the field of sport management offering its programs through the School Business Administration (SBA) to provide its students with the valuable combination of business expertise and sport industry knowledge. LUC offers a

B.B.A with a major and minor in Sport Management which was initiated in the fall of 2005 in the SBA and launched a M.B.A. with a Concentration in Sport Management through the Graduate School of Business (GSB) in the fall of 2006. In addition, LUC's location is especially advantageous in linking students to internships and career opportunities with Chicago's major sports teams, as well as, numerous sport organizations.

I encourage you to read this newsletter in its entirety and to explore our website at [www.luc.edu/sportmanagement](http://www.luc.edu/sportmanagement)  
Feel free to contact us to



learn more about the Sport Management programs in the SBA and GSB. I am confident that our programs will meet your needs and exceed your expectations.

Keith W. Lambrecht, Ph.D.  
Director of Sport Management  
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## Beijing Study Abroad – Summer 2007

Through the School of Business Administration (SBA) and the Graduate School of Business (GSB) study abroad program, the sport management program will offer SPRT 399/534, Global Sport Management, during the summer of 2007 in Beijing, China.

The SBA and GSB study abroad courses provide students with the opportunity to explore different cultures, form new relationships and refine their international commerce knowledge and skills. These courses are

offered in international settings and earn full academic credit.

Over the span of two weeks, May 13 - May 26, the combined SPRT 399/534, undergraduate and graduate course will provide an overview of the sport industry with an examination of the business of sport in the emerging global community. Various topics covered in the course include the Olympic movement, international governance, political, social, and economic challenges along with current and ethical

issues attributing to the globalization of the sport industry. Related lectures and tours include Chinese History and World View, Doing Business in China, and Olympic Games Venues.

Additional cultural activities include tours of Old Beijing, the Bell and Drum Tower, Temple of Heaven, Tian An Men Square, The Forbidden City, Great Wall at Mu Tian Yu and a weekend trip to the city of Xi'an with highlights including the Terracotta Warriors and the Forest of Steles.



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game in town at  
[www.luc.edu/sportmanagement](http://www.luc.edu/sportmanagement)

## Sport Management Programs at LUC

The sport industry has undergone remarkable growth in the past few decades and has become a major cultural component of the American society. Sport is big business.

With the growth of the sport industry, employment opportunities have also increased, thus the need for trained sport professionals to lead and manage numerous sport organizations across the country and world.

In 1980, only 20 colleges and universities offered degree programs in sport management. Today, it is estimated that over 200 college and universities offer degree programs in sport management. While most programs are traditionally

housed in a College of Education or Departments of Kinesiology or Leisure Studies, the trend in recent years has been to establish sport management programs in the School of Business Administration.

Sport Management programs are interdisciplinary, thus drawing on principles and concepts from business disciplines such as accounting, finance, economics, management, marketing, and operation information systems and therefore encompass a broad scope of academic coursework that fully integrates theory and practice through the internship experience.

LUC offers the B.B.A. with a

major and minor in Sport Management. Courses include:  
SPRT 130, Introduction to Sport Management;  
SPRT 330, Sport Economics  
SPRT 335, Sport Finance;  
SPRT 339, Sports Facilities;  
SPRT 350, Sport Internship;  
SPRT 365, Sport Marketing;  
SPRT 375, Sport Media; and  
SPRT 380, Sport Law.  
All students must take SPRT 130 with majors taking an additional 5 SPRT courses and minors an additional 3 SPRT courses.

In the M.B.A. with a Concentration in Sport Management 4 courses are offered: Sport Law, Sport Sponsorship and Retention, Sport Organizations and Industry, and Global Sport Management.

## United States Olympic Training Center

In May of 2006, eight sport management students traveled to the United States Olympic Training Center in Colorado Springs, Colorado for a week-long Sport Management Seminar. There, they had the chance to interact with directors and executives of the many facets at the United States Olympic Training Center (USOTC).

The students learned how everyone at the USOTC works together to successfully cater to thousands of elite athletes around the world each year. LUC students were divided into teams with graduate students from the University of Alabama and Temple University to conduct studies and give recommendations for improving several aspects of the USOTC such as dining and housing.

In addition to their

experiences at the USOTC, students also toured the world class athletic facilities at the Air Force Academy, visited the top of Pike's Peak, and explored the Garden of the Gods nature park.

Overall, the students had a wonderful educational experience at the United States Olympic Training Center while also enjoying some of the attractions of Colorado Springs.

*Written by:  
Patricia Waites, President  
Sport Management Club*



Photo: (top row left to right)  
Michelle Curtis,  
Sean Reidy,  
Kristin Ludden

(bottom row left to right)  
Professor Lambrecht,  
Glen Werner Roseboom,  
Associate Director USOTC  
Amy Strong,  
Matt LaRoche,  
Patricia Waites,  
Helen Obamanu,  
Brian Widenski





Several Loyola University Chicago sport management students, under the direction of Professor Lambrecht, helped conduct a spectator satisfaction study at The Cialis Western Open held July 3-9, 2006 at Cog Hill Golf & Country Club, Lemont, Illinois. The purpose of the study was to assess the satisfaction level of spectators

## Spectator Satisfaction Study - WGA

who attended the 2006 Cialis Western Open Golf Tournament given the announcement by the Professional Golf Association (PGA) that beginning in September 2007, the Western Open will be known as the BMW Championship and become a part of the PGA Tour's new season-ending Championship series. Students asked randomly

selected spectators to complete a short spectator satisfaction survey regarding their experiences while attending the golf tournament. Survey questions focused on administrative aspects of the golf tournament, along with the current issues regarding changes in title sponsor, name, date, and site location.

Primary findings indicated

that the overall spectator satisfaction level with the golf tournament was rated excellent. Patrons appeared to be very satisfied with the operation of the golf tournament and the efforts of the Western Golf Association (WGA). However, patrons were apprehensive regarding announced PGA changes in tournament dates and sites.



## Sport Management Club

The Sport Management Club is open to students interested in pursuing careers in sport management. The Sport Management Club fosters and promotes relationships in the sport industry, as well as educates students on career opportunities and practices in the sport management field.

Last Spring, the Sport Management Club took a tour of Soldier Field. About 25 students were shown the Chicago Bears Stadium,

including the opportunity to walk on the field. The event was seen as a great success, and tours of other sport facilities in Chicago are being planned for the future.

Most recently, the Sport Management Club volunteered at Loyola University's Sean Earl Invitational, a Cross Country meet that attracts 3,000 runners and just as many spectators. The event was held at Montrose Park, and

the Sport Management Club volunteers passed out water to the runners at the end of the race and helped remove timing chips from the runners' shoes. Other upcoming events are, another sport facility tour, fundraising events, and assisting with Loyola athletics. To join the club contact

[sportmanagement@luc.edu](mailto:sportmanagement@luc.edu)

*Written by: Patricia Waites  
President  
Sport Management Club*

Photo: (Left to Right)  
Mary Dale,  
Director of Events  
Michelle Curtis,  
Secretary  
Amy Strong,  
Vice President  
Kate Swoboda,  
Fundraising Chair  
Patricia Waites,  
President  
Brian Widenski,  
Treasurer

*"It is important to make a good impression by being a good, honest person."*

*-John Planek*

## Sport Business Panel – February 2007

On the evening of Thursday February 22, 2007, Loyola University Chicago (LUC) hosted a panel discussion on career opportunities in the sport industry. This event was produced and sponsored by the LUC Sport Management Club and featured four speakers from diverse areas of the sport industry. The goal of the event was to give current sport management students at LUC the opportunity to explore different career paths within the sport industry.

John Planek, the evening's

first speaker and LUC's athletic director, gave students strong yet simple advice about character, stating "It is important to make a good impression by being a good, honest person."

Other speakers on the panel included, Nicole Lienbach, the Midwest regional marketing director for Adidas America, David Stone of the Leib Consulting Group and Bob Laskowski of the Chicago Bears. After the individual speeches students had the chance to pose questions to the panelists.

The information provided was useful, more importantly, the panel of speakers offered an in depth look into the business behind the game.

*Written by:  
Kate Swoboda  
Fundraising Chair  
Sport Management Club*



# Internships in Sport Management

Internships have become a vital part of many educational programs and a successful career strategy. An internship is a type of field experience and is generally completed in the later stages of an academic program of study and is usually a degree requirement.

As the culminating experience, the internship is a triad relationship between the student, the host sport organization and the university. An internship helps students transition from student to professional and often times is the springboard to a job within the host sport organization or sport profession. The internship provides the opportunity for students to gain valuable professional work-related experience and to build a

professional network. In addition, the intern also has the chance to discover whether they are suited for their career choice in the sport industry. The internship offers a practical setting for students to apply theories and concepts discussed in the classroom to the “real world.”

Interns are an excellent human resource for the host sport organization and may infuse the host organization with a new work force and ideas from the academic institution, thus creating a link between the academic institution and the host sport organization. Host organizations are often invited to speak in sport management classes such as Introduction to Sport Management, Sport

Marketing and Sport Media.

The university gains the opportunity for its faculty to interact and remain current with the sport profession, in addition to, providing practical on-the-job training for their students.

An internship program is only as good as the constituencies involved in the triad relationship. Each must do their part, thus creating a win-win-win relationship.

Although LUC does not require sport management students, at this time, to obtain an internship, all students are encouraged to enroll in SPRT 350, Internship in Sport Management as an elective course, which will ultimately help to advance their career in the sport industry.

*“Internships help the student transition from student to professional and often times are the springboard to a job within the host sport organization or sport profession.”*

## Kristin Ludden – Chicago Bears Internship

### **Kristin Ludden**

#### **Hometown:**

Wilmington, IL

#### **High School:**

Joliet Catholic Academy

#### **B.B.A Majors:**

Sport Management  
Marketing

#### **College Activities:**

Dance Team  
Delta Sigma Pi

In May 2007, Kristin Ludden will graduate from Loyola University Chicago’s School of Business Administration with majors in Sport Management and Marketing. She has already secured an internship position with the Chicago Bears beginning in May and ending after the season is over. As an intern with the Chicago Bears, Kristin will be involved in Client Services Department, reporting to the Director of Client Services.

Some of the duties and

responsibilities of the internship position include; assisting in sponsorship events, coordinating details on projects and promotions, completing various aspects of administrative work, and preparation of reports and charts for corporate sales.

This internship position will serve as a valuable opportunity for Kristin to gain work experience and to differentiate herself from other applicants in the future, helping to further her career in sport management.

