

Sport Administration  
Undergraduate Program





# Department of Kinesiology and Sport Sciences Sport Administration

## Welcome Message from the Department Chair

Welcome! On behalf of the Kinesiology and Sport Sciences (KIN) Department, I feel very proud to be a part of the wonderful programs we have available to our students.

The KIN department provides some of the strongest programs in the field, that foster unique collaborative efforts within our diverse University community, the outside community, and abroad.

In Sport Administration, we have enjoyed great partnerships with friends and colleagues in the South Florida sports industry. We have a very comprehensive program that provides a strong linkage to the world of competitive sports and the community! Our Athletic Training Program has achieved national accreditation and provides great clinical experiences that interface with the UM Varsity Athletics Department, Sports Medicine Clinics and local high schools. In Exercise Physiology, we have extensive collaborative ties with our Medical School, the Miami Project, the Varsity Athletics Department, the Veterans Administration Hospital, and more. The program houses the very sophisticated Laboratory of Clinical and Applied Physiology providing a strong emphasis in metabolism, cardiovascular physiology, aging, obesity, and nutrition. Tracks in Sports Medicine and Women's Health round out the program.

We expect to provide you with an excellent University of Miami experience and one that enables you to be on top in today's job market.

I have an "open door" policy and look forward to meeting all of you as you embark upon your studies at the University of Miami.

Sincerely,

*Arlette Perry*



## Mission Statements

### University of Miami

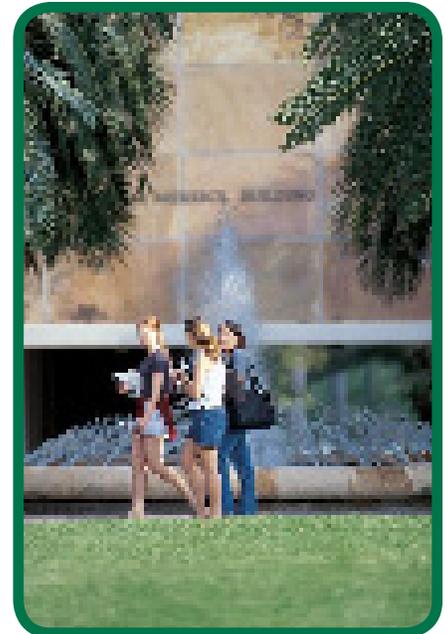
The University of Miami's mission is to educate and nurture students, to create knowledge, and to provide service to our community and beyond. Committed to excellence and proud of the diversity of our University family, we strive to develop future leaders of our nation and the world.

### School of Education

Our mission is to engage in scholarly research and to prepare leaders in the study and promotion of personal, family, school and community well-being. Through research, teaching, and service we seek to integrate the physical, emotional, intellectual and organizational well-being of diverse populations.

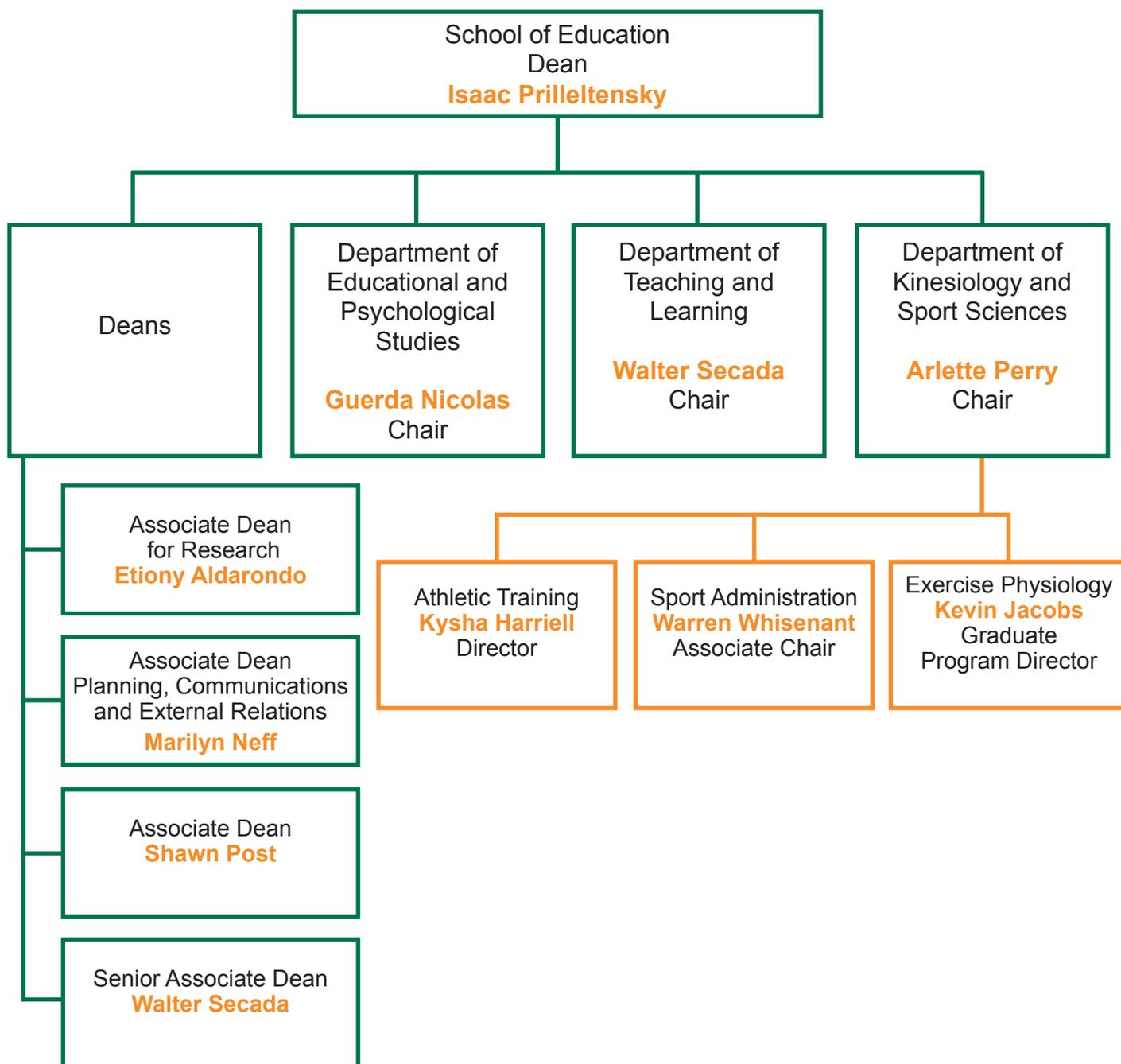
### Department of Kinesiology and Sport Sciences

The Department of Kinesiology and Sport Sciences supports the vision and mission of the School of Education through scholarly research, exemplary teaching, and community service. Our mission is to promote knowledge within the widespread realm of sports-related science across the disciplines of sport administration, exercise physiology, and athletic training. Graduates of our programs are well prepared for careers in diverse settings reflective of our multicultural community.





School of Education  
Department of Kinesiology and Sport Sciences  
Organizational Chart





## Sport Administration Program Contact Information

### Faculty

Paul Dee

Office Location: Merrick Building – Room 309-2  
Office Phone: 305-284-5418  
Email: pdee@miami.edu

Dr. Windy Dees, Assistant Professor

Office Location: Merrick Building - Room 317-3  
Office Phone: 305-284-8345  
Email: w.dees@miami.edu

Mr. Ty Martin, Lecturer

Office Location: Merrick Building – Room 319-A  
Office Phone: 305-284-1168  
Email: t.martin@miami.edu

Dr. Susan Mullane, Associate Professor and Undergraduate Coordinator

Office Location: Merrick Building – Room 317-A  
Office Phone: 305-284-6250  
Email: smullane@miami.edu

Mr. Paul Resnick, Lecturer

Office Location: Merrick Building – Room 317-2  
Office Phone: 305-284-1169  
Email: p.resnick@miami.edu

Dr. Warren Whisenant, Associate Professor/Associate Department Chair

Office Location: Merrick Building – Room 317-5  
Office Phone: 305-284-5622  
Email: wwisenant@miami.edu

### Academic Advising

Robin Firestone, Academic Advisor

Office Location: Merrick Building – Room 310-D  
Office Phone: 305-284-5990  
Email: r.firestone@miami.edu



## Sport Administration General Program Description

The sports industry has been expanding rapidly, both in spectators and participants. As the industry grows, the need for administrators with specialized training becomes more complex and important. Sport Administration is an attractive field for young professionals. A degree in Sport Administration is widely recognized by industry professionals and gives graduates an important advantage when seeking employment. The University of Miami program in Sport Administration prepares individuals for a career in this field according to their personal and professional goals.

Our graduates are now working at the University of Miami and for sports organizations that include:

American Airlines Arena	Homestead-Miami Speedway	Nashville Predators
Baltimore Orioles	IMG	Orange Bowl Committee
Buffalo Bills	Miami Dolphins	PGA
Cleveland Browns	Miami HEAT	Sony Ericsson Open
Chicago Bears	Miami Sports International	Super Bowl Host Committee
Dolphin Stadium	Minnesota Timberwolves	Washington & Lee University
Florida Marlins	Minnesota Twins	University of Connecticut

### **Sport Administration - Graduate Program: Master's of Science in Education (M.S.)**

The curriculum is designed to allow the completion of degree requirements in a 1 or 2-year period. The Sport Administration degree requires the successful completion of 30 credit hours. All students complete the Sport Administration core courses which accounts for 22 credit hours. Students can complete the remaining 8 credit hours through sport industry internships and/or elective courses. A thesis option is also available to students and information about the curriculum required for this academic track can be obtained from a faculty advisor.

### **Sport Administration - Undergraduate Program: Bachelor of Science in Education (B.S.)**

The curriculum is a 39-credit major. The major also requires a minor in another discipline. An essential component of the program is student participation in field placements and internships in the collegiate, professional, recreational, and fitness industries. Through these pragmatic, hands-on experiences, students build the real-life skills necessary for success in the profession.

### **Sport Administration - Minor**

The Sport Administration minor consists of a 15-credit curriculum designed for students who intend to develop competencies and skills necessary to be successful in the sport industry. Students completing the minor in Sport Administration will develop an understanding of how principles related to management, legal issues, leadership, and other essential topics are applied within various sport organizations.



## Sport Administration Undergraduate Program

### Undergraduate Program

Each sport administration major participates in an internship experience at or near the completion of the degree. It is designed to be a culminating experience. The internship consists of a regularly scheduled position (120 hours per 3 credit hour) for a minimum of ten weeks at an approved location. A grade will be assigned based on the performance of the interns and is the responsibility of the university internship coordinator.

The internship must take place in a sport-related business or institutional setting that is appropriate to the area of emphasis or the career goals of the student. The types of acceptable locations include, but are not limited to, college and university athletic departments, sport marketing companies, health and fitness centers, resorts, country clubs or golf courses, newspapers, radio or TV stations, and professional teams. It is important that the student choose an internship site that closely relates to the career interests of the student.

An internship is included in the program for several reasons. First, the internship serves as the final segment of the formal education process. This experience, following the business and sport management classes, provides the finishing touches for the student entering the sport-business field. Second, entry into the sport-business field usually requires experience on the part of the applicant. The internship helps the student meet this experience requirement. Third, the internship often serves as a stepping stone to employment. At times the student is hired by the sport-business with which the student interns. At other times, the student networks with professionals in the field and makes valuable contacts that sometimes lead to employment opportunities.

Internships are usually selected based upon one of two criteria. The first is that the internship will serve as a real learning experience. Most students select an internship that will help them meet their career objectives. Second, some students select an internship based upon its convenience (due to ease in obtaining it, location, pay, someone they know, etc.) and when they finish their internships, they have learned little and are no closer to obtaining a job. The internship should be the most important learning experience in your college career.

Students often ask if they will be paid during their internship. Some students are paid stipends or an hourly wage and may be furnished with room and/or board while others are paid nothing at all. Still others do not get paid, but may receive the benefits of room and/or board. However, each intern is responsible for living and travel arrangements during the internship experience. In general, the categories that are most likely to pay the intern are professional teams, clubs, retail establishments, and facility/event management. Universities and the media are much less likely to pay a salary. Graduate students are more likely to be paid for the internship than are undergraduates.

Money is usually important to the student after four or five years in college. However, you are discouraged from using salary as the criterion for selecting an internship. If a salary is a must during internship, the student should not hesitate to ask if there will be payment.



## Sport Administration Program

### Undergraduate Program, Continued

The following provides a list of some of the intern sites that have been used by previous students. A few intern sites will accept only graduate students, but most will consider interns at both the undergraduate or graduate level. Remember that you are not limited to these sites. In fact, you are encouraged to find better, more appropriate sites for your interests. After you have made a list of your potential sites, you should submit an Internship Proposal Form to the Internship Coordinator.

#### Online:

- General Internship Databases –
  - Monster, Hot Jobs, Career Builder ...etc.
  - National Internship Directory – [www.internsearch.com](http://www.internsearch.com)
- #### Sports Specific Internships –
- Teamwork Online – [www.teamworkonline.com](http://www.teamworkonline.com)
  - Sports Careers – [www.sportscareers.com](http://www.sportscareers.com)
  - Work In Sports – [www.workinsports.com](http://www.workinsports.com)
  - National Collegiate Athletic Association – [www.ncaa.org](http://www.ncaa.org)



### Retention Policies

#### Undergraduate Program

1. KIN 201: Introduction to Sport Administration is the only course available to non-majors or minors.
2. Students must pass KIN 201 with a B- grade or better and declare as a sport administration major or minor before they are eligible to enroll in any additional sport administration courses.
3. Students declared as sport administration majors or minors must achieve a grade of C or higher in all sport administration core courses.
4. Students must complete 3 of 4 required 200 level courses before they enroll in 300 level courses. Additionally, students must complete 2 of 3 300 level courses and obtain junior status before they can enroll in 400 level courses.
5. Students must complete all 200 and 300 level sport administration courses and obtain senior status before they are eligible to enroll in KIN 410: Problems and Issues in Sport Administration.
  - a. Students will only be allowed to enroll in KIN 410 the semester prior to enrolling in KIN 497/498. The only exception to this policy will be a student that is completing the internship requirements in the fall can enroll in KIN 410 the previous spring semester.
  - b. Students will be allowed to take only one 400 level course concurrently with KIN 410.
  - c. Only sport administration majors may enroll in KIN 410 and KIN 497/498.
6. Students must meet the following requirements in order to be eligible for KIN 497/498:
  - a. Complete all sport administration core courses with a grade of C or better and have a minimum 2.5 G.P.A. in the major;
  - b. Be in good academic standing as defined by the School of Education and the University.
  - c. Complete two sport administration progress assessments.



## Sport Administration Internship Information

### Retention Policies, Continued

7. Sport Administration Progress Checks
  - a. Check 1: After the completion of 15 credit hours of sport administration core courses
  - b. Check 2: Semester prior to enrollment in KIN 410
  - c. Both assessments require the student to pass all sport administration courses with a C grade or higher and have a minimum 2.5 G.P.A. in the major.
8. Students are required to take five (5) writing intensive courses

### Internship Policies

1. All students are expected to complete the internship requirement during their last semester following the completion of all required coursework.
2. The internship is meant to be a full-time position. Students should not plan on a part-time job or taking a course during the internship quarter. In the event of an extreme hardship, the student may be given permission for an additional activity.
3. Student-athletes will need to plan their internship either after eligibility has been completed or during the off-season.
4. In general, internships will not be allowed at locations where the student has been previously employed. Exceptions may be made in situations where there is a great likelihood of employment following graduation.
5. The intern is under the jurisdiction and supervision of the corporation or agency and is expected to adhere to all rules and regulations of the supervising organization. All student interns are required to be covered by an insurance policy for personal liability that is paid for by the student.
6. The agency supervisor will be requested to perform performance evaluations and notify the department/university supervisor of the quality of the intern's work. Contact will be maintained with the agency supervisor and student through correspondence and telephone calls. Normally, the university internship coordinator will perform a site visitation sometime during the semester of the internship.
7. All interns are required to keep a daily log of activities including a record of the hours spent on various projects.
8. Upon completion of the program, the intern will submit an evaluation of the site supervisor, a final report on his/her experience, and speak on experiences to potential intern candidates at a seminar held by the department.
9. Internships must be completed in business, administration or management, not coaching.

NOTE: The University of Miami, through the Office of the Vice President for Research, initiates a formal contractual agreement with every agency with which an internship location site is established. The procedure is initiated by the University Internship Coordinator who works with an administrative assistant to the Vice President for Research. Student interns should limit all of their contacts to the University Supervisor and under no circumstances should they contact the Office of the Vice President for Research.



## Sport Administration Internship Information

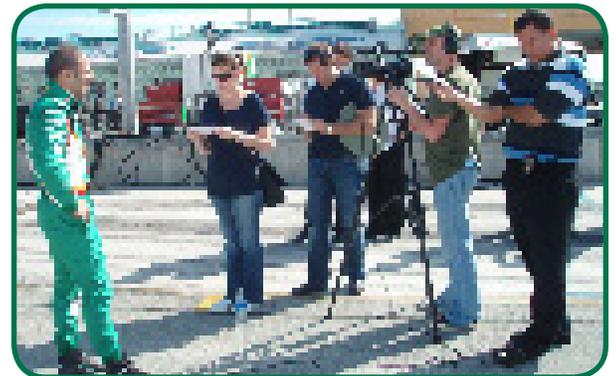
### Prerequisites for Internship

Before beginning an Internship, the student must:

1. Be a Sport Administration major in order to complete KIN 410.
  - a. Have completed core courses or receive special permission from the director of the program.
  - b. Have a minimum 'C' or better in all SPAD courses.
  - c. Have a minimum 2.5 GPA in the Major.
2. Revise their personal resume with copies to the agency, supervisor, university advisor, and the student's departmental file.
3. Submit Internship Proposal Forms to the program coordinator.
4. Work with advisor to arrange interviews for placement purposes.
5. Select an agency following an interview with the supervisor. The supervisor should complete the Internship Site Description Form and you should submit it to the department.
6. Have the site approved by the program coordinator or department designee. The site will not be considered unless an Internship Site Description Form has been submitted.
7. Secure a position with the selected agency. Inform all other agencies under consideration of the decision not to complete an internship at their site.
8. Submit the Intent to Enroll Form and the Intern's Statement of Responsibility Form THREE weeks before the first day of the semester in which you wish to complete your internship.
9. Make sure the ending date for your Internship corresponds with the university deadline for submission of grades if you are planning to graduate immediately after completing your internship. If you do not complete the internship requirements (hours, assignments) before this deadline, you will not be eligible for graduation at the end of that semester.

### Undergraduate Program

	Fall	Spring
Year 1	KIN 201	KIN 212
Year 2	KIN 206	KIN 302
Year 3	KIN 306	KIN 308
	KIN 403	KIN 405
Year 4	KIN 401	KIN 497
	KIN 410	KIN 498



Note:

- A. All core courses are offered each fall and spring semester.
- B. KIN 497 enrollment is for 9 credit hours.



## Sport Administration Courses

### Course Descriptions

#### Undergraduate Program

- KIN 201 Introduction to Sport Administration: This course provides a basic overview of sports management and each of its functional areas.
- KIN 206 Sport Facilities and Event Management: This course is an overview of the policy and procedures necessary to organize and development sport events and facilities. In depth review of all programs, functions and procedures necessary for the operation of events and facilities are examined
- KIN 212 Elements of Sport Psychology: This course provides an introduction to the field of sport and exercise psychology by examination of psychological theories and research related to sport and exercise behavior.
- KIN 302 Sport Marketing: This course is designed as a marketing course that deals exclusively with Sport Marketing. Students are expected to develop comprehensive marketing and sponsorship plans. This course will require moderate to heavy computer knowledge. This course is designed to maximize the practical applications of marketing theory to the sport business environment.
- KIN 306 Essential Leadership in Sports and the Professions: A variety of leadership and management skills will be examined, including communication, problem solving, conflict management, group dynamics, and leadership theory. Practical application to sport and allied professions will be included. Self-assessment opportunities and exercises will be utilized.
- KIN 308 Ethical Decision Making in Sport and the Professions: This course will examine ethical dilemmas in decision-making and other contemporary issues in sports management and campus and community environment. Real and hypothetical situations will be utilized.
- KIN 401 Legal Aspects of Sport: This course will focus on legal issues applicable to sport administration, including tort law, risk management, negligence, and constitutional law. Relevant legal cases and concepts will be incorporated.
- KIN 403 Sport Information Management: This course will focus on marketing, media, promotion, public relations, and other related activities in sports management and communications.



## Sport Administration Courses

### Course Descriptions

#### Undergraduate Program, Continued

- KIN 405      Finance and Budget in Sport Administration: This course seeks to develop those financial skills necessary to understand a wide variety of financial concepts that impact sport managers. Such topics would include but not be limited to: Sport franchise value/valuations, economic impact of sport, risk-return models, financial statement analysis, and budgeting.
- KIN 410      Problems and Issues in Sport Administration: This course is used to explore current issues relevant to the sport industry and assist the student in securing an internship within the sport industry.
- KIN 490      Special Topics in Exercise and Sport Sciences: This course is designed for students wishing to focus on a specific area of study within the umbrella of the Exercise and Sport Sciences curriculum.  
Topics have included:  
a) Sport for the Spectator: This course examines how sport is experienced and engaged with in the everyday lives, social networks and consumer patterns of its followers.  
b) The Gaming Industry - An Introduction to Casino Operations: This course focuses on the management of casino and gaming operations and exposes the students to the managerial requirements and organizational structures of various gaming operations; the history of the gaming industry; its impact on the south Florida and the Caribbean economy; and provides an introductory level of knowledge regarding the managerial nuances which make working within the industry unique to traditional business environments.
- KIN 497      Internship in Sport Administration: Field Experience that requires the student to participate in the work environment. Student is expected to contribute 450 hours during the course of the semester (9 credit hours).
- KIN 498      Seminar in Sport Administration: Professional seminar to accompany internship in sport administration. Students will be required to interact with other internship students and supervisors on a regular basis and additionally, students will be required to submit comprehensive reports regarding their internship experiences.

#### Writing Credit Courses

The following courses will be available for writing credit for sport administration students provided the following stipulations are met.

1. Permission of instructor
2. The course is under the direction of a full-time faculty member or School of Education administrator.
3. The student completes a writing credit agreement form and submits this form to the instructor with in the first three weeks of the semester.
4. The student completes assigned writing credit work by the end of the semester.



## Sport Administration Courses

### Writing Credit Courses, Continued

5. Assignments completed for writing credit are in addition to work normally required in the course.
6. Students may be required to submit written work to the University of Miami Writing Center for review.

#### Courses

- KIN 212 – Elements of Sport Psychology
- KIN 302 – Sport Marketing
- KIN 306 – Essential Leadership in Sports and Professions
- KIN 308 – Ethical Decision Making in Sport and the Professions
- KIN 401 – Legal Aspects of Sport
- KIN 410 – Problems and Issues in Sport Administration

### Minors for Sport Administration Majors

Sport Administration majors are required to have an outside minor. Although Business Administration is a common option, students may elect a minor in any field of study with prior approval from the Undergraduate Coordinator.





## Sport Administration Minor

### Minor Program

The Minor in Sport Administration consists of 15 credits with a grade of “C” or higher in each course and an overall GPA of 2.5. Sport Administration Minors must take four courses from the options below in addition to the one required course.

#### Courses

- KIN 201 – Introduction to Sport Administration\*
- KIN 204 – Sport Personnel and Career Management
- KIN 206 – Sport Facilities and Event Management
- KIN 212 – Elements of Sport Psychology
- KIN 302 – Sport Marketing
- KIN 306 – Essential Leadership in Sports and Professions
- KIN 308 – Ethical Decision Making in Sport and the Professions
- KIN 401 – Legal Aspects of Sport
- KIN 403 – Sport Information Management
- KIN 405 – Finance and Budget in Sport Administration
- KIN 490 – Special Topics in Exercise and Sport Sciences

\* Required Courses

### Student Organization



is the undergraduate student organization, with nearly 75 student members.

#### Mission Statement

To promote the development of students interested in Sport Administration by facilitating them with opportunities to extend their classroom education of the sport world through personal connections and practical application.

#### Guiding Principles

To specific purposes of USPORT shall be the following:

- a. To promote professionalism in sport.
- b. To provide opportunities for professional growth within the sport industry.
- c. To provide a vehicle for the exchange of ideology and professional fellowship to USPORT members.

#### Objectives

The objectives of USPORT shall be the following:

- a. To promote professional development, networking and internship opportunities for its members.
- b. To develop activities, events and programs which create revenue to cover operating expenses associated with fulfilling the mission of the organization.
- c. To engage in activities which support various charitable organizations and/or activities.
- d. To provide leadership positions to qualified and motivated students.



## Faculty Biographies



### **Paul Dee, University of Miami Director of Athletics (1993-2008)**

Paul Dee served as Director of Athletics from 1993 to 2008. Prior to his appointment, Dee had served the University as its Vice President and General Counsel beginning in 1981. During his tenure Dee focused the efforts of the Athletic Department on four major points of emphasis:

1. the success of its programs;
2. the development of its student-athletes, both athletically and academically;
3. the quality of life of its staff;
4. improvement of facilities.

The department has achieved success in each of these areas.

The University of Miami has won three team national championships (Baseball in 1999 and 2001; Football in 2001) during his tenure as Director of Athletics. University of Miami student-athletes have continued to strive academically since Dee took over as Director of Athletics in 1993. During that period, UM student-athletes have shown consistent improvement in grade-point average and graduation rates. Miami coaches have been widely recognized by their peers as some of the nation's best. The UM coaching staff has earned a combined 17 National Coach of the Year honors, including nine by diving coach Randy Ableman, four by baseball coach Jim Morris, two

by football coach Larry Coker in 2001 and one by women's basketball coach Ferne Labati.

Since 1993, the University of Miami athletic program has seen an almost complete makeover of its athletic facilities. Dee believes intensified fund raising efforts and developing stronger interest in women's sports are vital to ensuring the future success of the Hurricanes program. During his nine years as Director of Athletics, Dee has been active in the NCAA and the BIG EAST Conference. Dee has served on several NCAA Committees, including the Committee on Certification, the Management Council and currently is a member of the Committee on Infractions. In the BIG EAST, Dee has served on the Executive Television Committee and, for two years, was Chair of the BIG EAST Football Conference.



### **Dr. Windy Dees, Assistant Professor**

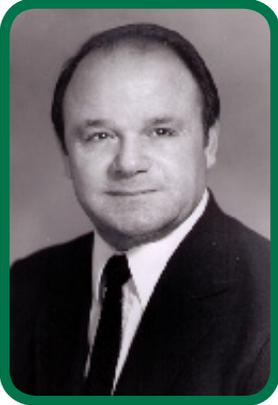
Windy Dees joined the Sport Administration faculty in August of 2010. She is a graduate of Texas A&M University where she received her doctoral degree in Sport Management in December of 2007. Dr. Dees received a master's degree in Sport Management from the University of Florida and a bachelor's degree in Psychology and Communications from Rollins College.

Prior to joining the Kinesiology and Sport Sciences department at the University of Miami, Dr. Dees was an assistant professor for three years at Georgia Southern University. At GSU, her primary teaching responsibilities included courses in undergraduate and graduate Sport Marketing and Sport Law. She has also taught courses in Sport Sociology, Sport Economics, and International Sport Business.

Dr. Dees's research focuses on corporate sponsorship effectiveness and event marketing strategies. Her research has examined a multitude of variables related to effective event sponsorship and marketing including brand awareness and recognition, consumer attitudes, image transfer, and purchase intent. More recently, Dr. Dees has begun to examine the roles that brand and event personality play in formulating effective sporting events and corporate sponsorship campaigns. Dr. Dees has been published in a variety of sport and tourism research journals including *Sport Marketing Quarterly*, *Journal of Sponsorship*, *International Journal of Sport Management*, *Event Management*, and the *Journal of Tourism Insights*. She has also contributed as a co-author to the widely used legal text, *LAW for Recreation and Sport Managers*.



## Faculty Biographies



### **Dr. Harry C. Mallios, Supervisor of Sports Administration Interns**

Harry Mallios, former Professor and Chair of the Department of Exercise and Sport Sciences now serves as the Supervisor of Sports Administration Interns. Dr. Mallios has had a long career with the University of Miami, in which he served as Assistant Director, Associate Director and Director of Athletics from 1971 to 1983.

In 1983, then UM President Thaddeus Foote appointed Dr. Mallios as the University of Miami's Faculty Athletic Representative to the National Collegiate Athletic Association. He served UM in this capacity for 12 years, ending in 1995. During his tenure, Dr. Mallios also served as special advisor to the Provost in matters pertaining to governance and compliance in athletic issues.

Dr. Mallios served in his special capacity in addition to his responsibilities as the Chair of the Department of Exercise and Sport Sciences within the School of Education. As a professor, Dr. Mallios was responsible for teaching graduate-level courses in Sports Administration, Education Law and Sports Law. Dr. Mallios has numerous academic articles to his credit in the areas of sports law and constitutional law with emphasis in athletic and sports related matters involving tort liability and due process of law.

### **Mr. Tywan Martin, Lecturer**

Tywan Martin is in his first year as a member of the Sport Administration faculty. Prior to his arrival, he spent the last several years at Indiana University working on his Ph.D. in Sport Management with an emphasis in communication and marketing. Tywan received a master's degree in Sport Management and a bachelor's of Social and Behavioral Sciences from Indiana University.

Tywan's professional experience includes work in student affairs and in the sport industry. He was an assistant director of a university sponsored mentoring program where he implemented specialized programming, created a conference to address the needs of underserved and underrepresented students, and organized mentor relationships between faculty and staff and student-athletes. While working on his doctorate, Tywan taught and guest lectured in various Sport Management courses. In addition, Tywan coordinated and developed a number of professional, college, and high school summer basketball camps over the last 15 years.

Tywan's research involves two interrelated strands of sport management. Sport communication is the focus of his primary research strand. It involves analyzing the coverage provided to niche (e.g., MMA) and traditional sports across various media platforms (e.g., magazines, television, video games, social media, cellular phones). Sport marketing is Tywan's secondary research strand. In particular, his research in this area is to examine fan behavior in spectator sports with the specific goal of assisting sport practitioners in the development of their strategic marketing plans.



## Faculty Biographies



### **Dr. Susan Mullane, Associate Professor**

Susan Mullane, a former student-athlete and one of the first women in the country to receive an athletic scholarship, received her Bachelor's degree in Health, Physical Education and Recreation, magna cum laude, from the University of Miami. She also received her Master's degree (College Student Personnel Services) and her Ph.D. (Higher Education and Sport Administration) from the University of Miami. Prior to her faculty appointment, Dr. Mullane served for 10 years as Associate Dean of Students and was responsible for all undergraduate campus discipline, advising Greek organizations, student organizations and honor societies. Her dissertation focused on the moral development aspects of campus discipline. Currently an Associate Professor, she joined the faculty in 1995, and has expertise in the areas of leadership, motivation, conflict management, and ethics.

Dr. Mullane is a founding member of the University of Miami Ethics Consortium, a member of the University of Miami Ethics Advisory Council, Co-Director of the School of Education Program for Ethics and Social Responsibility, and former Chair and Vice-Chair of the Miami-Dade County Public Schools (MDCPS) Ethics Advisory Committee. She co-authored the MDCPS Code of

Ethics, and recently authored an ethics and sportsmanship module used by all middle and high schools in the Miami-Dade County school district. She also serves as an advisor to the Youth Ethics Initiative.

Her research interests are in the area of ethical issues in sport, youth sports, gender equity, and academic integrity. She has made numerous presentations to various organizations including the American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD), the National Intramural Recreation and Sport Association, the Association for Student Judicial Officers, and the International Conference for Academic Integrity. Dr. Mullane is currently the president of the Florida Alliance for Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS). She serves on the editorial boards of the FAHPERDS Journal and the S.M.A.R.T. (Sport Management and Related Topics) Journal. Her professional affiliations include the North American Society for Sport Management (NASSM) and AAHPERDS.



### **Mr. Paul Resnick, Lecturer**

Paul Resnick joined the Sport Administration faculty in the Fall of 2009. He has prior experience teaching Sports Administration classes as an Adjunct in the Fall of 2007 and the Spring of 2009 at the University of Miami. He received a Master of Science degree from Saint Thomas University in 2003 and a Bachelor of Arts degree in Political Science in 2000, also from Saint Thomas University.

Paul has six years experience working in professional sports, all with the Florida Marlins. In his first year with the Marlins, he worked in Executive Affairs assisting the executive staff and coordinating special projects. He then moved up to Community Affairs for the next five seasons. His duties included overseeing the Florida Marlins Speakers Bureau, Ballpark Buddies for Youth, Community Booth, Arts Program, and coordinating the team newsletter and events calendar. He also worked very closely with local and national not-for-profits in building relationships and

providing community assistance. Paul was also a member of the 2003 World Championship team and helped organize events for the post season as part of the Hospitality and Entertainment Committee.

Paul is Vice Chair on the Executive Committee and an Advisory Board Member of Best Buddies Broward.



## Faculty Biographies



### **Dr. Warren Whisenant, Associate Professor**

Warren Whisenant joined the Sport Administration faculty in 2005. Prior to arriving at the University of Miami, he was a faculty member and Sport Administration Program Coordinator at the University of Houston. He earned his Ph.D. in Sport Management at Florida State University; an MBA in Management and MA in Kinesiology (Sport Management) at Sam Houston State University; and a BBA – Management from Southwest Texas State University.

His professional background includes over twenty years experience with three global organizations – Hewitt Associates, KFC-USA, and Frito Lay, Inc. His roles within those businesses were as an Advanced Project & Process Consultant, a Director of Restaurant Operations (1 of 16 in North America), and Region Sales Manager respectively. In each of the positions noted, he was involved with coordinating promotional programs and sponsorships with various sport organizations, including the Kentucky Derby; the Indianapolis 500 Motor Speedway, and two minor league baseball teams - the Louisville Redbirds and the El Paso Diablos.

Dr. Whisenant's research, most of which has focused on gender and organizational issues within interscholastic athletics, has been published in such journals as Journal of Sport Management, International Journal of Sport Management; Sport, Education, and Society, International Journal of Sport Management and Marketing, and Sex Roles. The primary focus of his work has been gender issues within sport organizations which have stifled senior leadership and employment opportunities for women and other minorities in high school sports as well as the sport media. The theoretical foundation used to frame his research has included hegemony; social stratification; the works by Greenberg which have framed organizational justice research; systemic discrimination practices such as disparate impact, disparate treatment, and homologous reproduction; and most notably Bandura's Social Learning Theory.



## Adjunct Faculty Biographies



### **Rhonda DuBord, M.A., Associate Director, UM Department of Wellness and Recreation**

Rhonda DuBord has worked at the University of Miami since 1981 as Associate Director of the Department of Wellness and Recreation. DuBord is responsible for 36 Club Sports, 360+ student employees, and the award winning Mini Canes Recreational Sports Camp. Prior to opening of the Wellness Center she was the Associate Director of the Campus Sports and Recreation Department and was responsible for intramural sports, special events, informal recreation, aerobics program, club sports and student employees in the Lane Recreation Center. She received her Bachelor of Science degree from the University of Florida and her Master of Arts Degree from Michigan State University.



### **Victoria N. Godwin, Esq.**

Victoria Godwin, currently works as in-house counsel for Vital Pharmaceuticals, Inc. ([www.vpxsports.com](http://www.vpxsports.com)), better known as VPX Sports, the makers of Redline energy drink and other dietary and nutritional supplements. She is responsible for general litigation matters and focuses on VPXSports' intellectual property portfolio, litigation and other disputes, as well as transactional and contractual matters. Godwin has clerked with the City of Miami, City Attorney's Office, interned with the University of Miami Athletic Compliance Department, and worked for the World Hockey Association 2's (WHA2) former South Florida team, the Miami Manatees. Godwin received her J.D. in May of 2008 from Ohio Northern University, has been a Florida Bar certified Attorney since October of 2008, and is also certified in Federal Court for the Southern District of Florida. Godwin graduated in May of 2005 from the University of Miami with a B.B.A. majoring in Business Law, while receiving a minor in Sports Administration.



### **David Reed, M.S., Assistant Athletic Director for Compliance**

In his current position, Reed oversees the Compliance office and is the lead person on all NCAA Compliance initiatives. He came to Miami from Marshall University where he had previously served as Associate Athletic Director for Compliance for three. There he was responsible for all facets of NCAA Compliance and created the R2MU (Return to Marshall University) student-athlete degree completion program which produced over a dozen college graduates in its first year of inception. He also served in the capacity of Associate Athletic Director for Facilities and Operations during his tenure at Marshall. He has also held positions at the University of Pittsburgh, the University of Cincinnati and Xavier University.



## Frequently Asked Questions

**Q: How does the University of Miami Sport Administration program differ from other programs in the region? In the country?**

A: Few communities in the U.S. offer such a wide spectrum of opportunities in sports. In addition to professional (NFL, NBA, MLB, NHL) and collegiate (UM & FIU) sports organizations being located in the South Florida area, numerous other organizations have major annual events scheduled throughout the year. Many of these organizations solicit UM student involvement through both paid and non-paid positions. As a result, UM students have access to multiple internship opportunities allowing them to establish a strong network of sport professionals upon graduation.

**Q: What is the benefit to obtaining a Bachelor of Science in Sport Administration from the School of Education versus a business degree?**

A: More and more individuals with a degree in Sport Administration / Sport Management are moving into senior management positions within the industry. They recognize the importance of hiring individuals with both field experiences and academic training specializing in sport. Few business schools require students to participate in an extensive internship program in the industry of choice of the student. The UM Sport Administration Program requires a full semester of internship activities to enable its graduates to gain valuable on-the-job training in the sport sector the students intend to work after graduation.

**Q: Can I pick a minor to accompany a B.S. in Sport Administration that will assist in my career goals (ex. Communications, Business ...etc.)?**

A: Yes. In most cases, a Minor in Business Administration may be most applicable. However if the student's career interests are in a specialized niche within the industry, the student may petition for approval to pursue another Minor.

**Q: Can I double-major with another college outside the School of Education?**

A: Yes. Currently students may earn a double major in Communications & Sport Administration.

**Q: If the sports industry is highly competitive, what is the edge that earning a degree from UM in Sport Administration will give me over my competition? Are there any classes/experiences that are unique to the program?**

A: Internships and field experiences with a variety of sport organizations will allow the student to build a strong professional portfolio. In addition those opportunities allow the student to develop a strong network with professionals in the industry and other prospective graduates entering the industry.

**Q: Does the faculty help in obtaining internships?**

A: If needed the faculty can provide some assistance and guidance. In most cases, students have secured their final internship prior to the beginning of their last semester in the program. Weekly the faculty receive requests from sport organizations for volunteers and event staff support. That information is passed on to those students registered with the undergraduate sport organization - - and announced in most classes.

**Q: Is there a faculty member, beyond the career center, who can provide the students about to graduate with information on job opportunities or give career advice about the industry?**

A: Unlike many other programs, all of the UM Sport Administration faculty have experience in the sport industry at some point in their career prior to joining academia. Because of their 'real world' experiences they do advise and mentor graduating students.

**Q: Beyond the basics of marketing, law and finance, what is the difference in courses between a degree in Sport Administration versus a degree in marketing or finance?**

A: Sport marketing and sport finance are somewhat unique in that in most instances, the product is produced and consumed simultaneously. Sport marketers, while marketing the event to consumers, also use their event or product to market the product offerings of sponsors as well.

**Q: If I choose a career in Sport Administration, is there a chance I will get to work directly with the athletes?**

A: The amount of contact any person in the industry has with athletes depends on the organization they work for and the position they have. Thus, for example, a position in player personnel may offer the opportunity to work more closely with athletes than a position in sports finance.



## Frequently Asked Questions, Continued

**Q: Upon graduation, will having a degree in Sport Administration from UM impact the amount of money I can make with a career in the field?**

A: Leveraging both your degree and practical field experiences, UM students can in some instances be in a strong position when negotiating a salary.

**Q: Why is the internship for Sport Administration majors in Department of Kinesiology and Sport Sciences not until your senior year?**

A: The internship serves as a capstone course in the program. It is positioned at the end of the course of studies so that the student will be well prepared to enter the industry and have an impact on the organization during his/her experience. The internship should be a precursor to securing a position in the industry. The best case scenario is for the student to transition from an internship position into a full-time position either with the organization sponsoring the intern or another organization at the end of the internship period. If the student had to return to campus for additional coursework, he/she may miss an opportunity accept a position he/she may want.

**Q: Is Sport Administration a “practical” major, meaning that most of what I learn is information I will use in my daily work within that industry?**

A: Yes. The program is based upon the principle that the aim of all learning is practical efficacy. In addition, the program requires field experience and an internship in the field which provides students with a practical application of what he/she has learned in the classroom.

**Q: What potential jobs would I be eligible for with a degree in Sport Administration?**

A: Graduates who take advantage of the multiple field experience opportunities and their internship can build a strong professional portfolio preparing them to work in a wide range of positions within the sport industry.

**Q: Is the coursework that I will be learning in Sport Administration applicable if I wanted to take my degree and work in the field, but overseas?**

A: Yes

**Q: If I study for a career in Sport Administration, am I giving up the possibility of having a family?**

A: No. A successful career in the sport industry, as with any successful career choice, requires a high level of commitment to delivering results for the organization. Each individual throughout their career must establish an appropriate work / family balance that fits their lifestyle and ambitions. Regardless of the career an individual chooses to pursue, he/she must find the right balance suitable for their life choices.