

Brian S. Gordon

Department of Health, Sport, and Exercise Sciences
Sport Management Program
University of Kansas

CONTACT INFORMATION

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HIGHER EDUCATION

FLORIDA STATE UNIVERSITY

Tallahassee, FL

Ph.D. *Major:* Sport Management

August, 2010

Cognate: Sport Marketing

Advisor: Dr. Jeffrey James

Dissertation Title: Consumer-based brand equity: The impact of brand equity drivers on consumer-based brand resonance in multiple product settings.

Dissertation Committee: Dr. Jeffrey D. James, Dr. Joseph P. Cronin,
Dr. Michael Mondello, Dr. Steven McClung

SOUTHERN ILLINOIS UNIVERSITY

Carbondale, IL

M.S. *Major:* Sport Management

August 2006

Cognate: Sport Marketing

EASTERN ILLINOIS UNIVERSITY

Charleston, IL

B.A. *Major:* History

May 2003

Minor: Pre-Law

ACADEMIC WORK EXPERIENCE

2018 – present Associate Professor, Department of Health, Sport, and
Exercise Sciences
Sport Management Program
University of Kansas

- 2015 – present Assistant Professor, Department of Health, Sport, and
Exercise Sciences
Sport Management Program
University of Kansas
- 2011 – 2015 Founder and Program Director, Sport Administration
Graduate Program
University of Wisconsin – La Crosse
- 2010 – 2015 Assistant Professor, Department of Exercise and Sport
Science
Sport Management Program
University of Wisconsin – La Crosse

PROFESSIONAL WORK EXPERIENCE

- 2013 – 2015 Board of Directors Member, University of Wisconsin – La
Crosse Athletics L - Club
- 2011 – 2015 Event Founder & Director, Wheels for All Wheelchair
Basketball Tournament
- 2008 – 2009 Director, Lifetime Activities Program, Department of Sport
Management, The Florida State University

RESEARCH

RESEARCH INTERESTS

- Brand management
- Consumer behavior
- Cognition and emotion in consumer decision-making
- Fan behavior/Fan violence

REFEREED PUBLICATIONS (35)

Taniyev, O., & **Gordon, B.S.** (In press). Retired athlete brand image: A qualitative investigation. *International Journal of Sport Marketing and Sponsorship*.

Scola, Z., & **Gordon, B.S.** (In press). Exploring retro marketing with sport marketing professionals. *Sport, Business, and Management: An International Journal*.

Schaepkoetter, C., **Gordon, B.S.**, Hyland, S., Oja, B., & Bass, J. (In press). An exploratory examination of role engulfment and teacher-coaches. *Journal of the Professions*.

- Scola, Z., Stensland, P., & **Gordon, B.S.** (In press). Steeler nation in the Midwest: Exploring membership benefits of an out-of-market Pittsburgh Steelers fan club *Journal of Global Sport Management*. DOI: [10.1080/24704067.2018.1477519](https://doi.org/10.1080/24704067.2018.1477519)
- Oja, B.D., Bass, J.R., & **Gordon, B.S.** (In press). Identities in the sport workplace: Development of an instrument to measure sport employee identification. *Journal of Global Sport Management*. DOI: [10.1080/24704067.2018.1477521](https://doi.org/10.1080/24704067.2018.1477521)
- Stensland, P., Taniyev, O., Scola, Z., Ishaq, F., Wilkerson, Z., & **Gordon, B.S.** (2019). The ties that bind: Examining Division I athletics as a social anchor. *Journal of Issues in Intercollegiate Athletics*, 12, 287-313.
- Scola, Z., **Gordon, B.S.**, & Bass, J.R. (2018). A qualitative examination of the motivations toward participating in KU basketball camping. *Journal of Sport Behavior*, 41(4), 451-474.
- Scola, Z., & **Gordon, B.S.** (2018). A conceptual framework of retro marketing in sport. *Sport Marketing Quarterly*, 27(3), 197-210.
- Hedlund, D.P., **Gordon, B.S.**, Yoshida, M., & St. Germain, J. (2018). Ignition Tradition? A case study of the Florida State University Athletics Department 2014 logo change. *Journal of Applied Sport Management*, 10(3), 1-14.
- Yoshida, M., **Gordon, B.S.**, Nakazawa, M., Shibuya, S., & Fujiwara, N. (2018). Bridging the gap between social media and behavioral brand loyalty: The mediating roles of brand-related social media engagement, knowledge acquisition, and online brand community identification. *Electronic Commerce and Research Applications*, 28(2), 208-218.
- Yoshida, M., **Gordon, B.S.**, & Hedlund, D. P. (2018). Professional sports teams and fan loyalty programs: A perceived value perspective. *International Journal of Sport Management*, 19, 1-28.
- Taniyev, O., Ishaq, F., & **Gordon, B.S.** (2018). Content matters: Investigating the differences in Twitter content and effectiveness between individual and team sport athletes. *International Journal of Business Administration*, 9(4), 1-14.
- Schmidt, S., Shreffler, M., Hambrick, M., & **Gordon, B.S.** (2018). An experimental examination of activist type and effort on brand image and purchase intentions. *Sport Marketing Quarterly*, 27(1), 31-43.
- Gordon, B.S.**, & James, J.D. (2017). The impact of brand equity drivers on consumer-based brand equity in the sport service setting. *International Journal of Business Administration*, 8(3), 55-68.

- Gordon, B.S.**, & Arney, J. (2017). Investigating the negative fan behaviors of a branded collegiate basketball student section. *Journal of Amateur Sport*, 3(2), 82-108.
- Nakazawa, M., Yoshida, M., & **Gordon, B.S.** (2016). The antecedents and consequences of sponsor-stadium fit: Empirical evidence from a non-historic stadium context. *Sport, Business, and Management: An International Journal*, 6(4), 407-423.
- Gordon, B.S.**, James, J.D., & Yoshida, M. (2016). The development of brand association measures in multiple product categories: New findings and implications for goods and service brands. *International Journal of Business Administration*, 7(3), 140-152
- Schaepkoetter, C., Bass, J.R., & **Gordon, B.S.** (2015). Student-athlete school selection: A Family Systems Theory approach. *Journal of Intercollegiate Sport*, 8, 266-286.
- Yoshida, M., **Gordon, B.S.**, James, J.D., & Heere, B. (2015). Fan community identification: An empirical examination of its' outcomes in Japanese professional sport. *Sport Marketing Quarterly*, 24(2), 105-119.
- Yoshida, M., Heere, B., & **Gordon, B.S.** (2015). Predicting loyalty through community: Why other fans are more important than our own intentions, our satisfaction, and the team itself. *Journal of Sport Management*, 29(3), 318-333.
- Oja, B.D., Bass, J.R., & **Gordon, B.S.** (2015). Conceptualizing employee identification with sport organizations: Sport employee identification (SEI). *Sport Management Review*, 18(4), 583-595.
- Mondello, M.J., & **Gordon, B.S.** (2015). The NBA fan experience: A case study of a professional sport franchise. *Journal of Contemporary Athletics*, 9(4), 1-14.
- Bass, J.R., Achen, R., & **Gordon, B.S.** (2015). Motivations for athletic giving: Examining non-renewed donors. *Applied Research in Coaching and Athletics Annual*, 30(2), 166-186.
- Yoshida, M., **Gordon, B.S.**, Nakazawa, M., & Biscaia, R. (2014). Conceptualization and measurement of fan engagement: A unidimensional behavioral approach in spectator sport. *Journal of Sport Management*, 28(3), 399-417.
- Gordon, B.S.**, & Yoh, T. (2013). Examining topics in sport law: A content analysis of the Journal of the Legal Aspects of Sport. *International Journal of Sport Management*, 14(1), 1-18.

- Yoshida, M, **Gordon, B.S.**, & James, J.D. (2012). Who is more influenced by customer equity drivers? A moderator analysis in a professional soccer context. *Sport Management Review*, 15(1), 389-403.
- Yu, C.C., & **Gordon, B.S.** (2012). International fans' motivations for following U.S. sports: An investigation of fans in Taiwan. *International Journal of Sport Management*, 13(4), 339-362.
- Bass, J.R., **Gordon, B.S.**, & Kim, Y.K. (2012). University Identification: A conceptual framework. *Journal of Contemporary Athletics*, 7(1), 13-26.
- Naylor, M.R., **Gordon, B.S.**, & James, J.D. (2012). A societal perspective of sport: Scale development in two settings. *Journal of Global Scholars of Marketing Science*, 22(2), 101-116.
- Mondello, M.J., **Gordon, B.S.**, & Kim, D.W. (2011). Issues facing fundraising professionals in sport and non-sport organizations: An exploratory study. *International Journal of Sport Management*, 12(2), 221-240.
- Rudd, A., & **Gordon, B.S.** (2010). An exploratory investigation of sportsmanship attitudes among college student basketball fans. *Journal of Sport Behavior*, 33(4), 466-488.
- Yoh, T., Mohr, M., & **Gordon, B.S.** (2008). An examination of satisfaction with campus recreation facilities among college students with physical disabilities. *Recreational Sport Journal*, 32(2), 106-113.
- Yoh, T., Yang, H., & **Gordon, B.S.** (2008). Status of participation in physical activity among international students attending colleges and universities in the United States. *College Student Journal*, 42(4), 1110-1117.
- Yoh, T., Mohr, M., & **Gordon, B.S.** (2006). The effect of gender on Korean teens' athletic footwear purchasing. *The Sport Journal*, 9(1), online.

BOOK/ENCYCLOPEDIA CHAPTER (2)

- Gordon, B.S.** (2017). Chi-square test. In B. Frey (ed.). *Sage Encyclopedia of Educational Research, Measurement, and Evaluation*. Thousand Oaks, CA: SAGE Publications.
- Yoshida, M., **Gordon, B. S.**, James, J.D., & Heere, B. (2014). Sport fans and their behaviors in fan communities. In K., Kanosue (ed.). *Sport Science Series on "Active Life."* Tokyo, Japan: Springer Science+Business Media, Inc.

RESEARCH IN REVIEW (7)

- Gordon, B.S.**, Yoshida, M., Nakazawa, M., & Bass, J.R. (2nd review). The measurement and dimensionality of pride feelings in the spectator sport context.
- Taniyev, O., & **Gordon, B.S.** (2nd review). Old school is the new cool: Investigating perceptions of retro branding in sport.
- Taniyev, O. & **Gordon, B.S.** (In review). LeBron and his subjects: Investigating the consumer-athlete brand relationship.
- Stensland, P., Scola, Z., & **Gordon, B.S.** (In review). Exploring out-of-market fans in an NFL fan club.
- Yoshida, M., **Gordon, B.S.**, Nakazawa, M., & Yoshioka, N. (In review). An integrated model for stadium atmosphere and stadium attachment: An empirical test in two baseball stadium contexts.
- Taniyev, O., & **Gordon, B.S.** (In review). Beyond the court: Analyzing the benefit of belonging to an athlete brand community.
- Scola, Z., Wilkerson, Z., & **Gordon, B.S.** (In review). Social representation of Native American imagery and mascots: Haskell Indian Nations University.

SCHOLARLY PRESENTATIONS

NATIONAL MEETINGS (47)

- Gordon, B.S.** & Bigdely, M. (2019, June). *Whence, Sport Consumer Loyalty? Applying Oliver's (1999) Loyalty Framework to the Sport Context 20 Years Later*. North American Society for Sport Management Conference, New Orleans, LA.
- Taniyev, O., & **Gordon, B.S.** (2019, June). Beyond the Court: Analyzing the Benefits of Belonging to the Athlete Brand Community. North American Society for Sport Management Conference, New Orleans, LA.
- Taniyev, O., & **Gordon, B.S.** (2019, June). *We are not talking about the Game: Exploring the Athlete Brand Community Practices*. North American Society for Sport Management Conference, New Orleans, LA.

- Gordon, B.S.**, & Taniyev, O. (2019, February). Looking Back, Looking Forward: What Every Practitioner Should Know About Retro Marketing in Sport. Applied Sport Management Conference, Nashville, TN.
- Taniyev, O., & **Gordon, B.S.** (2019, February). *Lebron's Biggest Fans: Analyzing the Athlete Brand and Loyalty Phenomenon*. Applied Sport Management Conference, Nashville, TN.
- Ishaq, F., & **Gordon, B.S.** (2019, February). *Diversity and Inclusion in United States Olympic Sports: An Analysis of United States Olympic Committees and Governing Bodies*. Applied Sport Management Conference, Nashville, TN.
- Stensland, P., Scola, Z., & **Gordon, B.S.** (2018, October). Exploring out-of-market fans in an NFL fan club. Sport Marketing Association Conference (SMA), Dallas, TX.
- Scola, Z., & **Gordon, B.S.** (2018, October). *Exploring retro marketing with sport marketing professionals*. Sport Marketing Association Conference (SMA), Dallas, TX.
- Taniyev, O., & **Gordon, B.S.** (2018, October). *LeBron and his subjects: Examining the athlete brand loyalty phenomenon*. Sport Marketing Association Conference (SMA), Dallas, TX.
- Taniyev, O. & **Gordon, B.S.** (2018, August). *King James holds court: A qualitative investigation of athlete brand community*. Presented at the American Marketing Association Conference (AMA) Summer Educators Conference, Boston, MA.
- Stensland, P., Ishaq, F., & **Gordon, B.S.** (2018, June). *More than just donations: University alumni association clubs and gamewatch parties*. Presented at the North American Society for Sport Management (NASSM) Conference, Halifax, Nova Scotia, Canada.
- Taniyev, O., & **Gordon, B.S.** (2018, June). *Crafting a legacy: Investigating the retired athlete brand image*. Presented at the North American Society for Sport Management (NASSM) Conference, Halifax, Nova Scotia, Canada.
- Stensland, P., Taniyev, O., Scola, Z., Ishaq, F., Wilkerson, Z., & **Gordon, B.S.** (2018, June). *The ties that bind: Examining Division I athletics as a social anchor*. Presented at the North American Society for Sport Management Conference

(NASSM), Halifax, Nova Scotia, Canada.

Taniyev, O., Stensland, P., & **Gordon, B.S.** (2018, April). *The power of branded athletic gear: A qualitative investigation*. Presented at the College Sport Research Institute (CSRI) Conference, Columbia, SC.

Gordon, B.S., Taniyev, O., & Scola, Z. (2017, November). *Examining the relationship between integration in a sport brand community (IBC) and sport-based brand equity*. To be presented at the Sport Marketing Association Conference (SMA), Boston, MA.

Scola, Z. & **Gordon, B.S.** (2017, November). *A conceptual framework for retro marketing in sport: The five practical areas*. To be presented at the Sport Marketing Association Conference (SMA), Boston, MA.

Christian, R., Wilkerson, Z., & **Gordon, B.S.** (2017, November). *Investigating team sponsored cause marketing: The role of team identification and success on prosocial behavioral intentions among college sport fans*. To be presented at the Sport Marketing Association Conference (SMA), Boston, MA.

Taniyev, O., Ishaq, F., & **Gordon, B.S.** (2017, June). *Examining the content of tweets for individual sport athletes versus team sport athletes*. Presented at the North American Society for Sport Management Conference (NASSM), Denver, CO.

Scola, Z., Stensland, P., & **Gordon, B.S.** (2017, June). *Steelers in Kansas: Why distant fans join and continue to participate in a Pittsburgh football viewing party*. Presented at the North American Society for Sport Management Conference (NASSM), Denver, CO.

Taniyev, O., & **Gordon, B.S.** (2017, June). *Investigating the perceptions of retrobranding in sport*. Presented at the North American Society for Sport Management Conference (NASSM), Denver, CO.

Scola, Z., & **Gordon, B.S.** (2017, June). *Exploring the motivations of KU basketball campers*. Presented at the North American Society for Sport Management Conference (NASSM), Denver, CO.

Gordon, B.S., & Oja, B. (2016, November). *The impact of perceived CSR on consumer-based brand equity*. Presented at the Sport Management of Australia and New Zealand Conference (SMAANZ), Auckland, NZ.

- Gordon, B.S.,** & Oja, B. (2016, June). *Assessing the role of fan community attachment in building brand equity*. Presented at the North American Society for Sport Management Conference (NASSM), Orlando, FL.
- Gordon, B.S.,** Yoshida, M., Bass, J.R., & Yoshida, M. (2016, June). *The role of pride feelings in the team and fan community identification processes: An empirical examination in Japanese professional sport*. Presented at the North American Society for Sport Management Conference (NASSM), Orlando, FL.
- Oja, B., Bass, J.R., & **Gordon, B.S.** (2016, June). *Sport employee identification: Developing and validating an instrument*. Presented at the North American Society for Sport Management Conference (NASSM), Orlando, FL.
- Bass, J.R., Schaeperkoetter, C.C., & **Gordon, B.S.** (2015, April). *Role engulfment and NCAA Division III teacher-coaches*. Presented at the College Sports Research Institute Conference on College Sport, Columbia, South Carolina.
- Gordon, B.S.,** & Arney, J. (2014, November). *“To get inside their heads”: Investigating the reasons for negative fan behavior among a branded student fan section*. Paper to be presented at the 2014 North American Society for the Sociology of Sport Conference (NASSS), Portland, OR.
- Schaeperkoetter, C., & **Gordon, B.S.** (2014, November). *Discover, develop and dedicate: Exploring the role family members play in the Division III student-athlete college selection process*. Paper to be presented at the 2014 North American Society for the Sociology of Sport Conference (NASSS), Portland, OR.
- Gordon, B.S.,** & Bass, J.R. (2014, May). *What can green do for you? Examining the impact of societal orientation on the hearts and minds of sport fans*. Paper presented at the 2014 North American Society for Sport Management Conference (NASSM), Pittsburgh, PA.
- Yoshida, M., Heere, B., & **Gordon, B.S.** (2014, May). *Predicting loyalty through community: Why other fans are more important than our own intentions, our satisfaction, and the team itself*. Paper presented at the 2014 North American Society for Sport Management Conference (NASSM), Pittsburgh, PA.
- Bass, J., Newman, J., & **Gordon, B.S.** (2014, April). *Masculinity and Whiteness in Athletic Boosters Programs*. Paper presented at the annual AAHPERD National Convention and Expo, St. Louis, Missouri.
- Yoshida, M., **Gordon, B.S.,** Nakazawa, M., & Biscaia, R. (2013, May). *Customer engagement in extra-role behavior: Empirical evidence from spectator sport*. Paper presented at the 2013 North American Society for Sport Management Conference (NASSM), Austin, TX.

- Bass, J.R. & **Gordon, B.S.** (2013, May). *The athletic funding crisis and booster departments : An examination of donor motivations*. Paper presented at the 2013 North American Society for Sport Management Conference (NASSM), Austin, TX.
- Gordon, B.S.** & Bass, J.R. (2012, May). *The dark side of team identification: An investigation of a branded collegiate student fan section*. Paper presented at the 2012 North American Society for Sport Management Conference (NASSM), Seattle, WA.
- Yoshida, M., & **Gordon, B.S.** (2012, May). *The identification model of brand community: Empirical evidence from spectator sport context*. Paper presented at the 2012 North American Society for Sport Management Conference (NASSM), Seattle, WA.
- Gordon, B.S.**, & Yu, C. (2011, November). *International fans' motivations towards U.S. sports: Examining fans in Taiwan*. Paper presented at the 2011 North American Society for the Sociology of Sport (NASSS) Conference sponsored by the North American Society for the Sociology of Sport, Minneapolis, MN.
- Yu, C., & **Gordon, B.S.** (2011, November). *Does sport betting influence Taiwanese fans' interest in U.S. sport?* Paper presented at the 2011 North American Society for the Sociology of Sport (NASSS) Conference sponsored by the North American Society for the Sociology of Sport, Minneapolis, MN.
- Gordon, B.S.**, Bass, J.R. (2011, October). *Examining the impact of a societal orientation on consumer-based brand resonance*. Paper presented at the 2011 Sport Marketing Association (SMA) Conference sponsored by the Sport Marketing Association, Houston, TX.
- Gordon, B.S.**, & James, J.D. (2011, June). *Consumer-based brand equity: The impact of brand equity drivers on consumer-based brand resonance in multiple product settings*. Paper presented at the 2011 NASSM National Conference sponsored by the North American Society of Sport Management, London, ON.
- Naylor, M.R., **Gordon, B.S.**, & James, J.D. (2010, October). *A societal perspective of sport: Scale development in two settings*. Paper presented at the 2010 Sport Marketing Association (SMA) Conference sponsored by the Sport Marketing Association, New Orleans, LA.
- Gordon, B.S.**, & James, J.D. (2010, June). *A conceptual framework for understanding consumer-based brand equity in the realm of spectator sports*. Paper presented at the 2010 NASSM National Conference sponsored by the North American Society of Sport Management, Tampa, FL.
- Gordon, B.S.**, & James, J.D. (2010, June). *A conceptual framework for understanding consumer-based brand equity in the realm of spectator sports*. Paper presented at the 2010 Marvalene Hughes Research in Education Conference sponsored by

Florida State University, Tallahassee, FL.

- Gordon, B.S.** (2009, September). *The development of a scale to measure consumer-based brand resonance in multiple product settings*. Paper presented at the 2009 Florida State University Sport Management Regional Conference sponsored by Florida State University, Tallahassee, FL.
- Mondello, M.J., & **Gordon, B.S.** (2009, May). *Issues facing fundraising professionals in sport and non-sport organizations: An exploratory study*. Paper presented at the 2009 Marvalene Hughes Research in Education Conference sponsored by Florida State University, Tallahassee, FL.
- Gleim, M., **Gordon, B.S.**, Lawson, S., & Robinson, S. (2009, August). *Perception is reality: The relationship between consumer perceptions of innovation and purchase intentions*. Paper presented at the 2009 American Marketing Association (AMA) Conference sponsored by the American Marketing Association, Chicago, IL.
- Mondello, M.J., & **Gordon, B.S.** (2009, May). *Issues facing fundraising professionals in sport and non-sport organizations: An exploratory study*. Paper presented at the 2009 NASSM National Conference sponsored by the North American Society of Sport Management, Columbia, SC.
- Park, S.H., **Gordon, B.S.**, James, J.D., & Kim, Y.K. (2009, May). *Exploring the effects of curiosity and openness to experience of the Big Five traits on sport media consumption behavior*. Paper presented at the 2009 NASSM National Conference sponsored by the North American Society of Sport Management, Columbia, SC.
- Gordon, B.S.**, & Yoh, T. (2007, March). *Examining topics in sport law: A content analysis of the Journal of the Legal Aspects of Sport*. Paper presented at the 2007 AAHPERD National Conference sponsored by the American Alliance for Health, Physical Education, Recreation, & Dance, Baltimore, MD.
- Yoh, T., Mohr, M., & **Gordon, B.S.** (2006, May). *An examination of satisfaction with campus recreation facilities among college students with physical disabilities*. Paper presented at the 2006 NASSM National Conference sponsored by the North American Society of Sport Management, Kansas City, MO.
- Gordon, B.S.** (2006, April). *What do we research in sport law? Examining the most prevalent topics in sport law*. Paper presented at the 2006 Southern Illinois University Student Research Day, Carbondale, IL.
- Yoh, T., Mohr, M., & **Gordon, B.S.** (2005, October). *The effect of gender on Korean teens' athletic footwear purchasing*. Paper presented at the 2005 Florida State University Sport Management Regional Conference sponsored by Florida State University, Tallahassee, FL.

TEACHING

AWARDS AND HONORS

Joyce Elain Pauls Morgan Memorial Excellence in Teaching Award	2017-2018
UW-L University Teaching Excellence Award Nominee	2013-2014
UW-L University Teaching Excellence Award Nominee	2014-2015

UNDERGRADUATE COURSES

HSES 289 – Introduction to Sport Management (Summer 2016 – Summer 2017)

Bachelor's Level: This course exposes students to the field of sport management. It will provide a broad overview of the sport industry, cover basic fundamental knowledge and skill sets of the sport manager, and indoctrinate students with information on specific sport industry segments for potential job employment and career choices.

HSES 486 - Marketing of Sport (Spring 2016)

Bachelor's Level: The course examines the application of marketing principles to segments of the managed sport industry including professional sport, intercollegiate athletics, campus recreation, and community-level sport. Examples and discussion will focus primarily on professional sport and intercollegiate athletics. The course will provide students with a better understanding of the sport industry and sport consumer behavior. Special emphasis is given to understanding the motives and psychology of fans and spectators and the implications for marketing sport.

ESS 110 – Introduction to Sport Management (Fall 2012 – Spring 2014)

Bachelor's Level: This course exposes students to the field of sport management. It will provide a broad overview of the sport industry, cover basic fundamental knowledge and skill sets of the sport manager, and indoctrinate students with information on specific sport industry segments for potential job employment and career choices.

ESS 407 – Sport and Society (Fall 2010 – Spring 2015)

Bachelor's Level: Sport in Society is a study of the role of sports in the United States, focusing on sports as social and cultural phenomena. Through

the course students will examine how sport and society interact, and the relationship of sport to social variables (e.g., gender, race, social class), social institutions (e.g., education, family, politics, religion), and social issues (e.g., drug use/abuse, sportsmanship, sexuality, violence).

ESS 421 – Event and Venue Management in Sport (Fall 2010 – Spring 2015)

Bachelor’s Level: This course is designed to assist students in understanding the concepts related to planning, managing, and evaluating an event from inception to post-event analysis and to understand some of the specialized terminology used in the business.

ESS 447 - Administration of Sport and Fitness (Fall 2010 – Summer 2015)

Bachelor’s Level: This course is designed to present a broad view of the various aspects of management as it pertains to sport/fitness organizations as well as provide an introduction to some key concepts in human resource management in sport/fitness organizations. Students will synthesize and apply theories, concepts, and practices related to human resource management and organizational leadership in sport organizations.

ESS 449 – Senior Seminar (Spring 2015)

Bachelor’s Level: This course aids students in their internship search process. Working closely with Career Services, students will receive guidance and feedback in the construction of their professional materials. Finally, students will be provided knowledge and training with interview skills, professional etiquette, networking, and workplace behavior.

ESS 320 – Field Experience in Sport (Fall 2010 – Spring 2015)

Bachelor’s Level: This course is designed for students to gain practical experience in the sport industry.

ESS 115 – Orientation to Exercise and Sport Science (Spring 2011)

Bachelor’s Level: This course is designed to introduce the beginning Exercise & Sport Science major to the profession, and to give insight into the many diverse careers that can result from studying this discipline. Background knowledge of the foundations of the profession and the selection of a career path that reflects personal interests and abilities will be the focus of the course.

SPM 4004 – Issues in Sport Management (Spring 2010)

Bachelor's Level: This course is designed for students to be able to discuss current issues in sport management in a thoughtful and articulate manner, engage in a knowledgeable debate of a specific topic in the Sport Management field, research an issue that affects the sport industry, identify important issues in the Sport Management profession, have a grounded, realistic perspective of the job market for Sport Management graduates, and improve your basic writing and public speaking ability.

SPM 4154 - Introduction to Sport Management (Fall 2009)

Bachelor's Level: The course provides a historical overview of the field of sport management. The course will emphasize how the basic principles of management, marketing, law, ethics, and finance relate to the overall operation of sport management. Students will gain an understanding of the various career opportunities in the sport industry as well as utilize the knowledge to solve basic problems that face sport practitioners.

PET 4304 – Sport Marketing (Fall 2007 - Summer 2009)

Bachelor's Level: This course provides an in-depth overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sport marketing in comparison to traditional marketing, an overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the use of data-based marketing in reaching the sport consumer, and the relationship between those units, and the development of sponsorship packages.

PET 4930 – Diversity in Sport (Spring 2008)

Bachelor's Level: This course combines and synthesizes the content taught in three previous sport-related courses: Culture, race and ethnicity, gender issues and gay and lesbian issues. The sport experiences of racial and ethnic minority groups, people of both genders, and gays and lesbians will be examined in respect to their challenges to participate, compete, coach, manage, lead and own sport in the United States.

GRADUATE COURSES

HSES 798 – Sponsorship in Sport (Summer 2017)

Master's Level: The course provides a detailed examination of the relationship between sport and corporate sponsorship, and strategies for selling sponsorship packages. Topics covered will include the theoretical

rationale for sponsorship, strategic communication through sponsorship, determining the value of a sponsorship, evaluation of sponsorship activities, and techniques used to sell sponsorship packages. Perspectives from the event holder (i.e., property) offering a sponsorship and from the organization functioning as the sponsor will be considered.

HSES 798 – Special Topics (Spring 2017)

Doctoral Level: The Special Topics seminar is designed to familiarize students with sport management research. The topics selected for this seminar are considered current or even “cutting edge” topics in the realm of sport management research. We will investigate most of these topics over two weeks, with the first week focusing on the conceptual/theoretical framework and the second week focusing on applicability. The seminar will be conducted for doctoral level students in that it will focus on the theoretical evolution and underpinnings of the material, and include discussions to stimulate suggestions for how research could potentially be directed in the future.

HSES 798 – Sport Marketing (Fall 2016)

Doctoral Level: The Sport Marketing seminar is designed to familiarize students with sport marketing research. The majority topics covered will focus on understanding the psychological and social aspects of sport consumers, with special emphasis given to better understanding theories pertaining to sport fandom. The seminar will be conducted for doctoral level students in that it will focus on the theoretical evolution and underpinnings of the material, and include discussions to stimulate suggestions for how research could potentially be directed in the future.

HSES 842 – Marketing of Sport (Spring 2016; Spring 2017)

Master’s Level: The course examines the application of marketing principles to segments of the managed sport industry including professional sport, intercollegiate athletics, campus recreation, and community-level sport. Examples and discussion will focus primarily on professional sport and intercollegiate athletics. The course will provide students with a better understanding of the sport industry and sport consumer behavior. Special emphasis is given to understanding the motives and psychology of fans and spectators and the implications for marketing sport.

HSES 830 – Socio-cultural Dimensions of Sport (Fall 2015; 2016)

Master’s Level: This graduate level course is designed to engage students in an in-depth analysis of the socio-cultural aspects of the sporting field. It is a study of the role of sports in the United States, focusing on sports as social and

cultural phenomena. Through the course students will examine how sport and society interact, and the relationship of sport to social variables (e.g., gender, race, social class), social institutions (e.g., education, family, politics, religion), and social issues (e.g., drug use/abuse, sportsmanship, sexuality, violence).

ESS 710 – Event Management (Fall 2014) (online delivery)

Master's Level: This course is designed to assist students in understanding the concepts related to planning, managing, and evaluating an event from inception to post-event analysis and to understand some of the specialized terminology used in the business. Course UNITS will examine and discuss some, but not necessarily all, of the reading assignments and related material. Material will be presented in class that is not covered in the required text and real world examples will be used to illustrate the concepts and principles. Students will work in small groups to write a comprehensive event plan.

ESS 711 – Sponsorship in Sport (Summer 2014) (online delivery)

Master's Level: The course provides a detailed examination of the relationship between sport and corporate sponsorship, and strategies for selling sponsorship packages. Topics covered will include the theoretical rationale for sponsorship, strategic communication through sponsorship, determining the value of a sponsorship, evaluation of sponsorship activities, and techniques used to sell sponsorship packages. Perspectives from the property offering a sponsorship and from the organization functioning as the sponsor will be considered.

ESS 702 – Sport Administration (Fall 2013) (online delivery)

Master's Level: The course will cover principles of administrative theory and practice in the sport industry, including general administrative functions, public relations, marketing, personnel, budget and finance, facility management, legal issues and evaluation techniques. Readings will come from a range of textbook readings and academic readings as well as other assigned materials available on D2L.

PET 5535 – Research Methods* (Fall 2007)

Master's Level: The course provides an overview of research methods and techniques. The course will emphasize practical issues related to planning, conducting, and interpreting research relevant to sport management. The primary purposes of the course are to provide students with the knowledge to (1) critically evaluate research and (2) conduct research projects. (*instructed the Friday lab section of 20 master's students)

GRANT ACTIVITY (19)

- ✓ University of Kansas School of Education Summer Writing Support: “What can green do for you? Examining the impact of societal orientation on the hearts and minds of sport fans”. Lawrence, KS. **Grant funded.** (\$3,294). 2017 – *Principal Investigator*
- ✓ University of Kansas School of Education Summer Writing Support: “The development of brand association measures in multiple product categories: New findings and implication for goods and services brands”. Lawrence, KS. **Grant funded.** (\$3,294). 2016 – *Principal Investigator*
- ✓ University of Kansas School of New Faculty General Research Fund: “Building effective student-athlete intervention programs: An examination of Division I, II, & III student-athlete transition programs”. Lawrence, KS. **Grant funded.** (\$6,588). 2016 – *Principal Investigator*
- ✓ National Collegiate Athletic Association (NCAA) Innovations in Research Grant: “Building Effective Student-Athlete Intervention Programs”. Indianapolis, IN. **Grant not funded.** (\$9,995). 2015 – *Principal Investigator*
- ✓ Knight Commission on Intercollegiate Athletics Spending Database Challenge Awards. “Students Perceptions of Institutional Support for Athletics in NCAA Division I.” (\$2,000). 2015 **Grant funded.** – *Co-Principal Investigator*
- ✓ University of Wisconsin – La Crosse. “Building effective student-athlete intervention programs”. Faculty Research Grant. La Crosse, WI. **Grant not funded** (\$5265). 2014. – *Principal Investigator*
- ✓ National Collegiate Athletic Association (NCAA) Innovations in Research Grant: “Building Effective Student-Athlete Intervention Programs”. Indianapolis, IN. **Grant not funded** (\$26,260). 2014 – *Principal Investigator*
- ✓ University of Wisconsin – La Crosse Online Education. Online Course Development Grant for ESS 710. La Crosse, WI. **Grant funded** (\$3000). 2014. – *Principal Investigator*
- ✓ University of Wisconsin – La Crosse Online Education. Online Course Development Grant for ESS 711. La Crosse, WI. **Grant funded** (\$3000). 2014. – *Principal Investigator*
- ✓ University of Wisconsin – La Crosse Online Education. Online Course Development Grant for ESS 702. La Crosse, WI. **Grant funded** (\$3000). 2013. – *Principal Investigator*
- ✓ University of Wisconsin – La Crosse Online Education. Online Program Development Grant. La Crosse, WI. **Grant funded** (\$127,000). 2012. – *Co-Principal Investigator*
- ✓ University of Wisconsin – La Crosse Online Instructor Training Grant. La Crosse, WI. **Grant funded** (\$1000). 2011. – *Principal Investigator*

- ✓ University of Wisconsin – La Crosse. “Consumer-based brand equity: The impact of brand equity drivers on consumer-based brand resonance in multiple product settings”. Faculty Research Grant. La Crosse, WI. **Grant not funded** (\$5925). 2011. – *Principal Investigator*
- ✓ Florida State University College of Education Council on Research in Education (CORE) travel grant. North American Society of Sport Management (NASSM) Conference: Tampa, FL. **Grant Funded (\$400)**. 2010.
- ✓ Florida State University College of Education Council on Research in Education (CORE) travel grant. North American Society of Sport Management (NASSM) Conference: Columbia, SC. **Grant Funded (\$400)**. 2009.
- ✓ Florida State University Congress of Graduate Students (COGS) travel grant.
- ✓ North American Society of Sport Management (NASSM) Conference: Fort Lauderdale, FL. **Grant Funded (\$200)**. 2007.
- ✓ Florida State University Congress of Graduate Students (COGS) travel grant.
- ✓ American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) Conference: Baltimore, MD. **Grant Funded (\$400)**. 2006.

SELECTED SERVICE

2019 – present	Sport Marketing Quarterly – <i>Editorial Board Member</i>
2018 – present	European Sport Marketing Quarterly – <i>Manuscript Reviewer</i>
2016 – 2018	KU Sport Management Club – <i>Advisor</i>
2014 – 2018	Journal of Amateur Sport – <i>Co-Editor</i>
2014 – 2015	University of Wisconsin – La Crosse Exercise and Sport Science Curriculum Committee – <i>Committee Member</i>
2013 – 2015	University of Wisconsin – La Crosse Athletics – <i>Faculty Athletic Representative</i>
2013 – 2015	University of Wisconsin – La Crosse Online Advisory Board – <i>Member at-large</i>
2012 – 2015	UW-L Sport Management Association – <i>Advisor</i>
2011 – present	Journal of Sport Management – <i>Manuscript Reviewer</i>

- 2011 – present Sport Management Review – *Manuscript Reviewer*
- 2011 – present International Journal of Sport Management and Marketing –
Manuscript Reviewer
- 2011 – 2014 University of Wisconsin-La Crosse College of Science and
Health Committee – *Committee Member*
- 2012 – 2013 University of Wisconsin-La Crosse Exercise Science Search
and Screen Committee – *Committee Member*
- 2011 – 2012 University of Wisconsin-La Crosse Athletic Training
Education Search and Screen Committee – *Committee Member*
- 2011 – 2012 University of Wisconsin-La Crosse Volleyball Coach Search
and Screen Committee – *Committee Member*