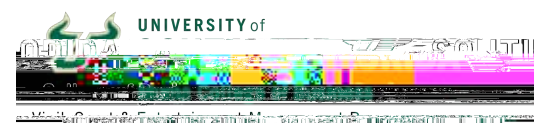


University of South Florida  
Muma College of Business

# Vinik Sport and Entertainment Management Program

Information Packet





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# WHAT IS VSEM?



## OUR FOUNDER

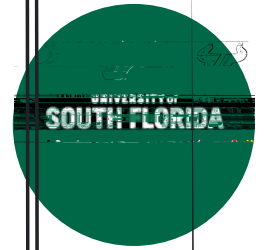


**BILL SUTTON**

## OUR VISION



# OUR FACULTY



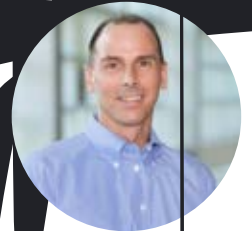
## MICHELLE HARROLLE

*Director*

Michelle Harrolle teaches courses related to marketing, sales, and fundraising in sport and entertainment. She has spent the past seven years at USF dedicated to 100% student residency/fellowship/job placement. She has presented over 60 peer reviewed conference presentations and has been published in 15 research journals including the *Journal of Sport Management*, *Sport Marketing Quarterly* and the *Annals of Behavioral Medicine*. She's also the co-author of the book *Business of Sports: The Wild Wild West in Fire*. Harrolle has conducted consumer behavior and economic impact research projects for numerous sport and entertainment organizations across the world including the NFL, NFL Huddle, Tampa Bay Lightning, Valspar Championship, New York Yankees Spring Training, HBO Sports Entertainment, Women's Sports Association Arena Football League, and Tampa Bay Buccaneers to name a few. Currently, she is the President of TWISE Tampa Bay.

## MICHAEL MONDELLO

*Professor*



Michael Mondello teaches sport business analytics and sport & entertainment finance. His research interests include stadium financing, contingent valuation method (CVM), employee compensation, analytics and ticket pricing. He has published in the leading journals in the field including the *Journal of Sport Management*, *Management Decision*, the *International Journal of Sport Finance*, and *Sport Management Review*. He was recognized as a Sport Management Research Fellow by the North American Society for Sport Management in 2007.



## JANELLE WELLS

*Associate Professor*

Janelle Wells is a believer in experiential learning and includes it in each of her courses: Leadership/Management Concepts, Globalization of Sport, Applied Market Research in Sport & Entertainment, and Social Issues in Sport. Her leadership and gender equity research has been published in the premier sport journal outlets earning her the honor of being a 2019 North American Society for Sport Management Research Fellow and a funding research Fellow of Wasserman's The Collective Think Tank. In addition to her 30-plus published articles and book chapters, she recently co-edited the book *The Business of Sports: The Wild Wild West in Fire*. Wells is the co-founder of WellsQuest, a consulting firm specializing in developing talent to positively disrupt systems, teams and individuals. She has partnered with WellsQuest on career progression of members and has partnered with the Tampa Bay Lightning to create the Lightning Leadership Line, a personal and professional development initiative.

## GREENHALGH

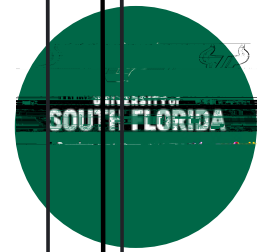
*Instructor*



In the classroom, Greenhalgh focuses on sport marketing, sales and fundraising and serves as a faculty internship coordinator. Greenhalgh's primary research interest focuses on the marketing of sport organizations, specifically investigating what attracts fans and sponsors to niche, non-mainstream, sports and how these sports can position themselves to be more sustainable in the future. His other research interests include consumer behavior, sport and the natural environment. Currently, he has articles published in the *Journal of Sport Management*, *Sport Management Review*, *Sport Marketing Quarterly*, the *International Journal of Sport Communication*, the *International Journal of Sports Marketing and Sponsorship*, the *International Journal of Sport Management & Marketing* and the *Marketing Management Journal*.



# DUAL-DEGREE PROGRAM



## FIRST YEAR

### Fall Semester

- Financial Statement Analysis (MBA)
- Social, Ethical, Legal Systems (MBA)
- Communication Skills for Managers (MBA)
- Organizational Behavior and Leadership (MBA)

### Spring Semester

- Data Analytics for Business (MBA)
- Sport & Entertainment Marketing (MBA)
- Business Analytics (MBA)
- Global Environment (MBA)

### Summer Semester

- Internship in Sport & Entertainment Management (MBA)
- Applied Business Applications (MBA)

## SECOND YEAR

### Fall Semester

- Sport & Entertainment Finance (MS)
- Sales & Fundraising in the Sport Industry (MS)
- Sport and Social Issues (MS)
- Internship in Sport & Entertainment Management II (MS)

### Spring Semester

- Social Media in Sport (MS)
- Applied Market Research in Sport and Entertainment (MS)
- Contemporary Issues in Sport and Entertainment (MS)
- Internship in Sport & Entertainment Management III (MS)
- Sport Business Project I (MS)

As a dual-degree program our students graduate with both an MBA in Sport Business and an MS in Sport & Entertainment Management. Currently, students gain real-world experience working with our partners during their second year with our internship program.

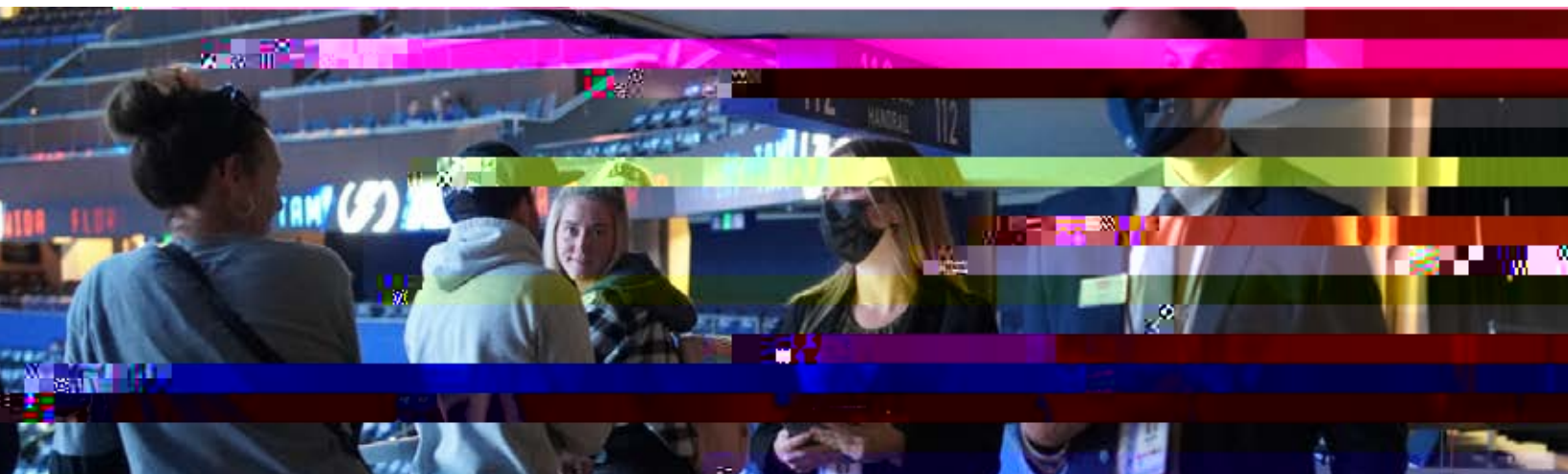
# FELLOWSHIP PROGRAM



## WHAT IS IT

Different from other MBA graduate programs in sports and entertainment, our fellowship program serves as a capstone for graduate students in their second year of study. Students attend classes twice a week for three days per week for one of our sports or entertainment partners in the greater Tampa Bay area. This multifaceted program immerses students in a professional setting, where they can learn on the job while developing professional skills. Students not only strengthen their skillsets and broaden their horizons but they also identify career goals and get help as they search for meaningful employment. Made possible by our partners in the greater Tampa Bay area, we are proud to have a **100% fellowship placement rate.**

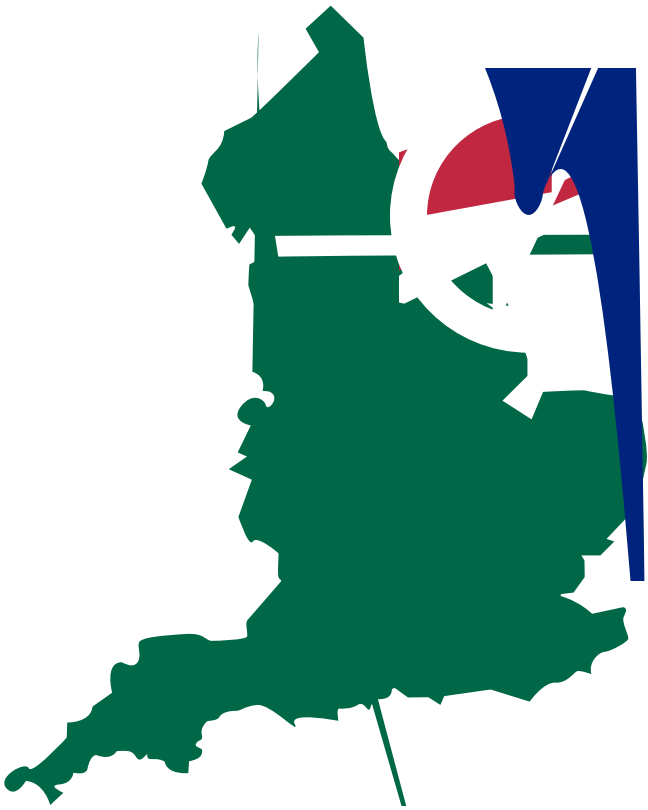
## OUR PARTNERS











# RELATIONSHIPS



## NETWORKING

We emphasize personal and professional relationships. Throughout the course of the program, we host various events for our students to grow their network. These events are oftentimes led by distinguished professionals in the industry whom students are able to learn from and connect with. See some of our frequent guest speakers below:

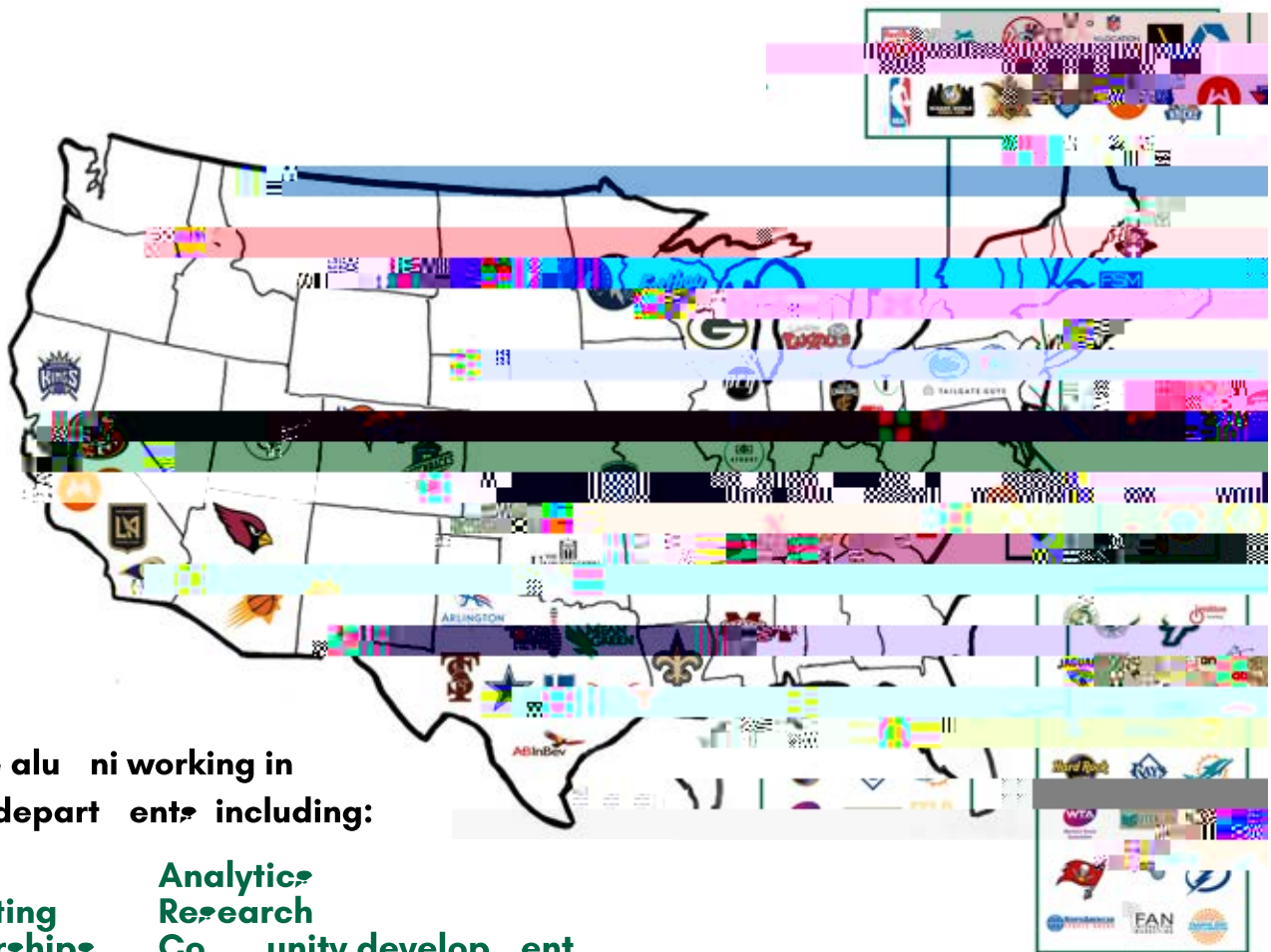
## ALUMNI CONNECTIONS

Being a member of the Vinik Sport and Entertainment Management family means you have access to the resources the program provides. As a program, we make a conscious effort to maintain relationships with our alumni as they progress into their careers. Alumni calls and events throughout the year ensure

# WHERE ARE THEY NOW



## WHERE OUR ALUMNI WORK



We have alumni working in various departments including:

Sales  
Marketing  
Partnership  
Events

Analytics  
Research  
Community development  
Business development





