

Curriculum Vitae

Jason W. Lee, Ph.D.

 **CONTACT INFORMATION**

HOME

Home Phone: 904.465.5018

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SCHOOL

1 UNF Dr., 57/3200

Dept. of Leadership, School

Counseling & Sport Management

University of North Florida

Jacksonville, FL 32224

 **EDUCATION**

Florida State University

Tallahassee, FL

Doctor of Philosophy—Sport Administration (2002)

Dissertation—Lee, J. W. (2002). *When sport and religion combine: Issues and implications pertaining to school prayer and athletics* (Advisor: Annie Clement).

Troy State University

Troy, AL

Master of Science—Foundations of Education (1999)

Specialization: Sport and Fitness Management

Troy State University

Troy, AL

Bachelor of Science—Social Science (1997)

Minor: Criminal Justice

Summa cum laude

Lake City Community College

Lake City, FL

Associate of Arts—General Studies (1995)

Magna cum laude

 **ACADEMIC APPOINTMENTS**

Professor

University of North Florida, 2016-Present

Associate Professor

University of North Florida, 2010-2016

- Sport Management Program Director, 2011-2016
 - *Led program to initial COSMA accreditation in 2014*
- M.S. Ed Leadership—Athletic Administration Coordinator, 2011-2016
- MBA—Sport Management Concentration Coordinator, 2012-2016
- Online Graduate Certificate in Sport Management Coordinator, 2013-2016

Assistant Professor

University of North Florida, 2006-2010

- Sport Management Program Director, 2007-2008

Assistant Professor

Troy (State) University, 2002-2006

- Recreation Minor Advisor, 2005-2006

Assistant Professor

Webber International University, 2001-2002

- Sport Management Program; MBA Program

Graduate Research Assistant

Florida State University, 2000-2001

- Research Advisor: Dr. Aubrey Kent

Graduate Teaching Assistant

Florida State University, 1999-2001

Graduate Teaching Assistant

Troy State University, 1998



OTHER PROFESSIONAL EXPERIENCE

Editor, The SMART Journal, 2004-2009

- SMART is an acronym for *Sport Management and Related Topics*

Executive Director, Alabama Institute for Sport and Fitness Management (AISFM),
2003-2006

- AISFM functions included the annual Guest Lecturer Series, Southern Sport Management Conference, and the Law Enforcement and Public Safety (LEAPS) Softball Challenge

Intern, Christian Life Center First Baptist Church, Tallahassee, FL, 2002

- Church Recreation and Sport Ministry

Intern, Florida Law Enforcement Games/Space Coast Sports Promotions, 1999

- Worked with both the Florida Law Enforcement Games and Space Coast Sports Promotion

Manager, Florida State University Oglesby Student Union, 1999

- Student Activities and Facility Management

Campus Intramural Sports Staff, Troy State University, 1998

- Worked with Campus Recreation and Student Activities

Area Service Representative, CardioSystems, 1997

- Covered Southeast Alabama and Southwest Georgia Region

Student Center Manager, Troy State University Baptist Campus Ministries (BCM), 1996-1997

- Facility Management and Supervision of BCM Activities



RESEARCH INTERESTS

My research focuses on sport brand management and visual identity in sport. My primary scholarship emphasis examines university branding and brand identity.



PUBLICATIONS (REFEREED)

1. **Lee, J. W.,** Zapalac, R., Godfrey, C., & Gregg, E.A. (Under Review). Rising up to the challenge of our rival: Promoting institutional rivalry through campus recreation. *Case Studies in Sport Management*.
2. **Lee, J. W.,** Cavanaugh, T., & Alessandri, S. W. (In Press). The design science behind university logos. *Journal of Contemporary Athletics*.

3. Watkins, B., & Lee, J. W. (In Press). Using social media to meet branding goals: An investigation of brand personality, brand attitude, and brand equity. *Journal of Contemporary Athletics*.
4. Lee, J. W., Cavanaugh, T., & McRee, L. (2018). Getting to the point: Integrating fast presentation design in kinesiology and sport management. *International Journal of Kinesiology in Higher Education (IJKHE)* [Published online 1.18.18].
<https://doi.org/10.1080/24711616.2017.1404875>
5. Lee, J. W., & McRee, L. (2018). Brand-building pedagogy: Professional self-branding for career advancement in kinesiology. *International Journal of Kinesiology in Higher Education*, 2(2), 42-53. doi: 10.1080/24711616.2017.1391029
6. Pascal, A., Ohlson, M., & Lee, J. W. (2017). Examining habits of school seeking to be highly effective: Analyzing the impact of Florida “Leader in Me” schools. *Florida Association of Teacher Education (FATE) Journal*, 2(1), 6-22. Available at
<http://www.fate1.org/wp-content/uploads/2017/10/FATE-Journal-2.1.pdf>
7. Rumpakis, A., Bee, C., & Lee, J. W. (2017). Collegiate athletic rebranding: Transforming the visual identity of Oregon State University. *Journal of School Public Relations*, 37(2), 249-274.
8. Lee, J. W., & Gregg, E. A. (2017). A cause without a Rebel: The rebranding of Forrest High School. *Strategies: A Journal for Physical and Sport Educators*, 30(6), 15-19.
doi:10.1080/08924562.2017.1369479
9. Hull, K., Lee, J. W., & Zapalac, R. (2017). Orchestrating the #HTownTakeover: Social media agenda setting and university branding at the University of Houston. *Journal of Issues in Intercollegiate Athletics*, 10, 162-181. Available at
http://csri-jiia.org/wp-content/uploads/2017/11/RA_2017_09.pdf
10. Kane, J., Janson, C., & Lee, J. W. (2017). Major motivation: What motivates students to select sport management as a major? *Journal of Contemporary Athletics*, 11(1), 59-72.
11. Lee, J. W., Wilson, M., & Gregg, E. A. (2017). Learning from academic branding: Exploring institutional enhancement, visual identity, and the role of football. *Journal of School Public Relations*, 37(1), 113-144.

12. Czekanski, W. A., & Lee, J. W. (2017). Go Chants! Brand personality and vibrant visual identity at Coastal Carolina University. *Journal for the Study of Sports and Athletes in Education*, 11(1), 1-17. doi: 10.1080/19357397.2017.1285860
13. Watkins, B., & Lee, J. W. (2016). Communicating brand identity on social media: A case study of the use of Instagram and Twitter for collegiate athletic branding. *International Journal of Sport Communication*, 9(4), 476-498. Doi: <http://dx.doi.org/10.1123/IJSC.2016-0073>
14. McRee, L., & Lee, J. W. (2016). I like it: Examining NFL Facebook communication strategies. *Journal of Contemporary Athletics*, 10(4), 257-276.
15. Hull, K., & Lee, J. W. (2016). Blazing a trail...or blazing saddles: A case study of players' social media response to the decision to drop UAB Blazer football. *Journal for the Study of Sports and Athletes in Education*, 10(3), 151-163. Retrieved from <http://dx.doi.org/10.1080/19357397.2016.1238178>
16. Lee, J. W., Kane, J. J., Gregg, E. A., & Cavanaugh, T. (2016). Think globally, engage pedagogically: Landing and supervising international field experiences. *Journal of Hospitality, Leisure, Sport, and Tourism Education (JoHLSTE)*, 19, 115-120. doi: 10.1016/j.jhlste.2016.09.003
17. Lee, J. W., Kane, J. J., & Gregg, E. A. (2016). A happy marriage: The joint union of online instruction and community-based learning. *Strategies: A Journal for Physical and Sport Educators*, 29(5), 16-21.
18. Lee, J. W., & Cavanaugh, T. W. (2016). Self-branding through the use of infographic résumés. *Sport Management Education Journal*, 10(1), 78-85. doi: 10.1123/SMEJ.2015-0013
19. Gregg, E. A. & Lee, J. W. (2016). Liz Ullman: Challenging the status quo on the front lines of Title IX. *Indiana Alliance for Health, Physical Education, Recreation, and Dance*, 452(2), 32-36.
20. Lee, J. W., & Cavanaugh, T. W. (2016). Building your brand: The integration of infographic resume as student self-analysis tools and self-branding resources. *Journal of Hospitality, Leisure, Sport, and Tourism Education (JoHLSTE)*, 18(1), 61-68.

21. Gregg, E. A., Pierce, D. A., Sweeney, K., & Lee, J. W. (2015). Purposeful pedaling: Analyzing MS 150 participant behavior. *Journal of Event and Festival Management*, 6(3), 269-281.
22. Lee, J. W., & Shirley, A. (2015). More than a Sportsman's Paradise: Promoting environmental stewardship to LAHPERD Stakeholders. *Louisiana Association for Health, Physical Recreation, and Dance Journal*, 79(1), 1-5.
23. Lee, J. W., Kane, J., & Cavanaugh, T. W. (2015). One happy union: Infusing community-based learning projects through online instruction. *Journal of Public Scholarship in Higher Education*, 5 (1), 31-48. Available at http://jpshe.missouristate.edu/assets/missouricompact/Article_LeeFINAL.pdf
24. Kian, E. T., Lee, J. W., Gregg, L., & Kane, J. (2014). Immoral mismatch or just another game? Rivals.com framing of FBS-FCS football games, *Journal of Contemporary Athletics*, 8(2), 75-91.
25. Gregg, E. A., Atkins, L. C., & Lee, J. W. (2014). The student athlete service experience. *Florida Alliance for Health, Physical Education, Recreation, Dance, and Sport Journal*, 12(52), 12-13.
26. Lee, J. W. (2013). Interview with Dan Edwards, Senior Vice President, Communications, Jacksonville Jaguars. *International Journal of Sport Communication*, 6(4), 391-393.
27. Gregg, E. A., Pierce, D., Lee, J. W., Himstedt, L., & Felver, N. (2013). Giving UE a new (F)Ace. *Journal of Issues in Intercollegiate Athletics*, 6, 155-173. Available at http://csrijiia.org/documents/puclications/research_articles/2013/JIIA_2013_6_9_155_173_A_New_Ace.pdf
28. Miloch, K. S., Lee, J. W., Kraft, P., & Ratten, V. (2012). Click clack: An examination of the strategic and entrepreneurial brand vision of Under Armour, *International Journal of Entrepreneurial Venturing*, 4(1), 42-57.
29. Goldenberg, M., Lee, J. W., & O'Bannon, T. (2010). Enhancing recreation, parks, and tourism courses: Using movies as teaching tools, *Journal of Hospitality, Leisure, Sport, and Tourism Education (JoHLSTE)*, 9(2). Available at http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1014&context=rpta_fac

30. **Lee, J. W.**, Bernthal, M. J., Whisenant, W., & Mullane, S. (2010). NASCAR: Checkered flags are not all that are being waved, *Sport Marketing Quarterly*, 19(3), 110-117.
31. Vincent, J., Hill, J. S., & **Lee, J. W.** (2009). The multiple brand personalities of David Beckham: A case study of the Beckham Brand, *Sport Marketing Quarterly*, 18(3), 173-180.
32. Kraft, P., & **Lee, J. W.** (2009). Protecting the house of Under Armour, *Sport Marketing Quarterly*, 18(2), 112-116.
33. **Lee, J. W.**, Kane, J. J., Drane, D., & Kane, R. J. (2009). Seeing and valuing diversity in film: An approach to sport education, *Journal of Hospitality, Leisure, Sport and Tourism Education (JoHLSTE)*, 8(1), 97–107. Previously available at <http://www.heacademy.ac.uk/assets/hlst/documents/johlste/vol8no1/PP0208Format97to107.pdf>
34. **Lee, J. W.**, Miloch, K., Kraft, P., & Tatum, L. (2008). What's in a name? Building the brand through collegiate athletics at Troy University, *Sport Marketing Quarterly*, 17(3), 178-182.
35. **Lee, J. W.**, Bush, G., & Smith, E. (2005). Service learning: Creating practical learning experiences in sport and physical education. *Strategies: A Journal for Physical and Sport Educators*, 18(3), 11-13.
36. **Lee, J. W.** (2003). School prayer in athletics: Considerations for coaches, athletic administrators, and school administrators, *Strategies: A Journal for Physical and Sport Educators*, 17(1), 33-35.
37. **Lee, J. W.** (2003). Prayer in American scholastic sport, *Society of Sport Online (SOSOL) Journal*, 6(1). Previously available at http://physed.otago.ac.nz/sosol/v6i1/v6i1_2.html
38. **Lee, J. W.** (2002). Sport and religion: Promising fit or cause for concern?, *FAHPERD Journal*, 40(1), 29-31.



Additional Manuscripts in Refereed Journals

1. **Lee, J. W.** (2017). Game faces: Sport celebrity and the laws of reputation. *International Journal of Sport Communication*, 10(1), 128-131.

2. **Lee, J. W.** (2014). *Beyond the scoreboard: An insider's guide to the business of sport*. *Journal of Sport Management*, 28(3), 378-379.
3. **Lee, J. W.** (2011). Bigger Stronger Faster*. *International Journal of Sport Communication*, 4(1), 121-123.
4. **Lee, J. W.** (2005). Sport and the church: Exploring sport in the Christian Life Center, *The SMART Journal*, 2(1), 25-32. Available at <http://www.thesmartjournal.com/church.pdf>
5. **Lee, J. W.** (2005). Prayer and athletics: A legal profile, *The SMART (Sport Management and Related Topics) Online Journal* (now known at the *SMART Journal*), 1(2), 23-27. Available at <http://www.thesmartjournal.com/prayer.pdf>
6. **Lee, J. W.** (2004). An Overview of the reciprocating relationship between sport and religion, *The SMART (Sport Management and Related Topics) Online Journal* (now known at the *SMART Journal*), 1(1), 26-30. Available at <http://www.thesmartjournal.com/SMART-religion.pdf>



OTHER ARTICLES

1. **Lee, J. W., & Gregg, E. A.** (2017). Branding matters. *North American Society for Sport Management (NASSM) Blog*. Available at <https://nassmblog.wordpress.com/2017/03/>
2. Ohlson, M., Gregg, E. A., Buenano, A., & **Lee, J. W.** (2017). The CAMP Osprey leadership mentoring program: Leading in the classroom and in the community. *Connect Journal*, 12-13.
3. Cole, C., Crookham, D., **Lee, J. W.**, & Croft, L. (2015). Let the traditions begin. *Campus Activities Programming*, 48(3), 4-11.
4. **Lee, J. W.** (2009). Insider's Perspectives: Mike Franzese, *The SMART Journal*, 5(3), 110-112. Available at <http://www.thesmartjournal.com/franzese.pdf>
5. Lupi, M. H., Jones, K. M., Sander, A., Kane, J., & **Lee, J.** (2008). The University of North Florida and UCP Marjon: A transformational learning experience. *Journal of Physical Activity and Human Development*, 1(2), 61-64.

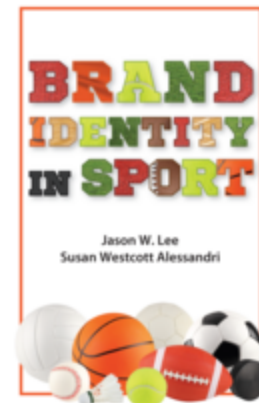
6. **Lee, J. W.** (2007). Insider's perspective: Marla Terranova, Director of Sponsorships and Marketing – Montgomery Biscuits, Tampa Bay Devil Rays AA affiliate, *The SMART Journal*, 3(2), 50-53. Available at <http://www.thesmartjournal.com/IP-Biscuits.pdf>
7. **Lee, J. W.** (2007). Fair & Foul: Beyond the Myths and Paradoxes of Sport (3rd. ed.) [SMART book review], *The SMART Journal*, 3(2), 77-79. Available at <http://www.thesmartjournal.com/fair&foul.pdf>
8. **Lee, J. W.** (2006). Insider's perspective: Joe Gilligan [CEO of Akadema], *The SMART Journal*, 3(1), 75-80. Available at <http://www.thesmartjournal.com/ip-akadema.pdf>
9. **Lee, J. W.** (2006). What is the strangest (most bizarre) occurrence that you have ever encountered in a class environment?, *The SMART Journal*, 3(1), 81-83. Available at <http://www.thesmartjournal.com/sr-occurrences.pdf>
10. **Lee, J. W.** (2006). Editor's corner: On the horizon, *The SMART Journal*, 2(2), 25-32. Available at www.thesmartjournal.com/smart4-ec.pdf
11. **Lee, J. W.** (2006). Insider's perspective: Melanie Watts, *The SMART Journal*, 2(2), 25-32. Available at <http://www.thesmartjournal.com/ip1.pdf>
12. **Lee, J. W.** (2006). What are you doing to enhance sport management academia?, *The SMART Journal*, 2(2), 25-32. Available at <http://www.thesmartjournal.com/sr1.pdf>
13. **Lee, J. W.** (2006). Insider's perspective: Pat Summerall, *The SMART Journal*, 2(2), 25-32. Available at <http://www.thesmartjournal.com/summerall.pdf>
14. **Lee, J. W.** (2005). Editor's corner: SMART changes are ahead, *The SMART Journal*, 2(1), 1. Available at <http://www.thesmartjournal.com/smart3.pdf>
15. **Lee, J. W.** (2005). Editor's corner: Get off of the bleachers and do the SMART thing, *The SMART (Sport Management and Related Topics) Online Journal* (now known at the *SMART Journal*), 1(2), 1. Available at <http://www.thesmartjournal.com/SMART-fall04.pdf>
16. **Lee, J. W.** (2004). The key to being SMART, *The SMART (Sport Management and Related Topics) Online Journal* (now known at the *SMART Journal*), 1(1), 1. Available at <http://www.thesmartjournal.com/spring-05.pdf>

 **BOOKS AND BOOK CHAPTERS**

SPORT MARKETING TEXTS

Lee, J. W., & Alessandri, S. (2018). *Brand identity in sport*. Durham, NC: Carolina Academic Press.

This book examines the ways in which sport organizations of a variety of sizes and types promote and protect their brand identities. Every organization (including college/university and professional sports teams) has a brand identity, which is its strategically planned and purposeful presentation of itself in order to gain a positive image in the minds of the public. Basically, a brand identity encompasses the entirety of an organization's visual presentation of itself, including – but not limited to – its name, logo, tagline, color palette, architecture, sounds, and mascots. The most well known brand identities are typically those that are the most widely exposed.



Lee, J. W. (Under Contract). *Branding in higher ed: Every university tells a story*. Durham, NC: Carolina Academic Press. [Note: this is to be completed in fall 2018]

Branding in Higher Ed: Every University Tells A Story a related-text associated with my Branded book and is to serve as a resource examining various brand management considerations, as well as profiles of significant university brands and the points of interest associated with their successes. A wide assortment of quality scholars serves as contributing authors for this endeavor. I also author/co-author several chapters in this work:

1. Andon, S. P., & **Lee, J. W.** “The Jacksonville Jaguars: The NFL’s expansion into college football territory”
2. Alessandri, S., & **Lee, J. W.** “An overview of visual identity in intercollegiate sport”
3. Cianfrone, B. A., Tavormina, A. L., & **Lee, J. W.** “Tebowmania: The Tim Tebow brand paradox”
4. **Lee, J. W.**, Sclereth, N., & Meyers, J. “Unis: Clothing speaks louder than words”
5. Mathner, R., & **Lee, J. W.** “Troy University: Branding the Trojan Way”

Lee, J. W. (Ed.). (2018). *Branded: Branding in sport business* (2nd ed.). Durham, NC: Carolina Academic Press.

I edited a second edition of this work, which is an enhancement on the well-received first installment of this project. In addition to my editing duties, I also co-authored the following 12 chapters:



1. Cianfrone, B. A., Tavormina, A. L., & **Lee, J. W.** “We luv sporttz: The branding of Chick-fil-A”
2. Forsyth, E., & **Lee, J. W.** “Bass Pro Shops: Still passing it on”
3. **Lee, J. W.**, & Alessandri, S. “Life is good: A good life for this Lifestyle Brand”
4. **Lee, J. W.**, Gregg, E. A., Miloch, K., & Pursglove, L. “No Mickey Mouse operation: Transforming *Disney’s* Wide World of Sports to *ESPN’s* Wide World of Sports”
5. **Lee, J. W.**, & Mathner, R. “Montgomery Biscuits: A recipe for success”
6. **Lee, J. W.**, & Wallace, L. “Just Dew it: The myths and image of Mountain Dew”
7. Miloch, K., Gregg, E. A., & **Lee, J. W.** “FedEx: Delivering positive brand image through sport”
8. Miloch, K., Gregg, E. A., & **Lee, J. W.** “Home Depot: Building a stronger brand through sport”
9. Miloch, K. S., Wallace-McRee, L., & **Lee, J. W.** “Introduction to branding: Laying the foundation for understanding branding in sport business”
10. Robinson, C., Eshoff, R., & **Lee, J. W.** “Upward Sports: Reclaiming the landscape of youth sports”
11. Vincent, J., Hill, J. S., & **Lee, J. W.** “David Beckham: The many faces of soccer's global brand”

12. Walsh, P., & Lee, J. W. “Miami Marlins: Rebranding in the Sunshine State”

Lee, J. W. (Ed.). (2010). *Branded: Branding in sport business*. Durham, NC: Carolina Academic Press.

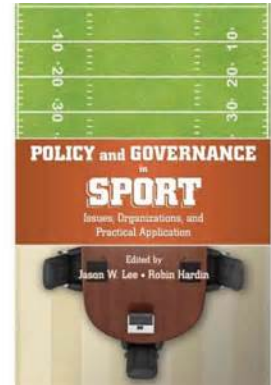
For this text I served as editor and arranged for leading scholars and academicians to serve as chapter authors. I also authored/co-authored the following eleven (11) chapters in this work as well:

1. Bernthal, M. J., & **Lee, J. W.** “Grappling with questions: Marketing the WWE brand to youth”
2. Kraft, P., **Lee, J. W.**, & Polite, F. G. “Under Armour: Protect this brand!”
3. **Lee, J. W.** “Akadema: Innovation on the diamond”
4. **Lee, J. W.** “Heelys: These shoes are on a roll”
5. **Lee, J. W.** “Life is good...it’s all about living the good life”
6. **Lee, J. W.** “Montgomery Biscuits: Rising to the top of minor league brands”
7. **Lee, J. W.** “Mountain Dew: Taking soft drinks to the extreme”
8. **Lee, J. W.** “U.S. Smokeless Tobacco Company—USSTC and smokeless tobacco sponsorship in sport: A good idea or just blowing smoke”
9. **Lee, J. W.**, & Bernthal, M. J. “Down, but not out: World Wrestling Entertainment’s dance with death”
10. **Lee, J. W.**, Forsyth, E., & Bruce, E. “Bass Pro Shops: The great outdoors...pass it on”
11. Vincent, J., Hill, J. S., & **Lee, J. W.** “David Beckham: Soccer’s global brand”



OTHER SPORT MANAGEMENT TEXTS

Lee, J. W., & Hardin, R. (Eds.). (2015). *Policy and governance in sport: Issues, organizations, and practical application.* Durham, NC: Carolina Academic Press.

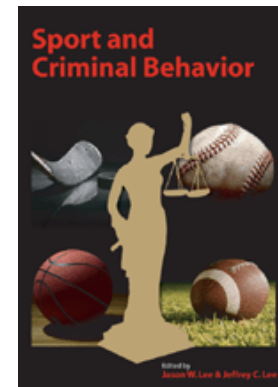


This text was released through Carolina Academic Press in spring of 2015. The basic concept for this book is to serve as a sport governance resource addressing prevalent and addressing valuable aspects that are commonly overlooked or under-addressed in academic settings. The matters addressed in this work are also of value to a general reading audience who want to know more about the “on-goings” of sport organizations and power issues associated with sport). Additionally, I co-authored the following chapter as well:

1. **Lee, J. W., Polite, F. G., Waller, S., & Ridpath, B. D.** “Human rights, social issues, and personal freedoms in sport”

Lee, J. W., & Lee, J. C. (Eds.). (2009). *Sport and criminal behavior.* Durham, NC: Carolina Academic Press.

For this text, I served as lead editor, along with Dr. Jeffrey C. Lee, Associate Professor of Criminal Justice at Troy University in Troy, AL. We arranged for leading scholars in pertinent subject areas to serve as chapter authors, as well as authoring chapters ourselves. I co-authored three (3) chapters and two (2) appendices in this work. These are detailed below:



Chapters

1. **Lee, J. C., & Lee, J. W.** “Criminal justice & sport: The interface”
2. **Lee, J. W., & Lee, J. C.** “Professional wrestling: Pseudo sport, real death”
3. **Michelman, J., Lee, J. W., & Waldrup, B.** “Fraud in non-profit sport: A case study of the Sun State Soccer Association”

Appendices

1. **Lee, J. W.** “Organized crime and sports wagering: Insider perspectives with Mike Franzese” [note: this content is from a previously published article].
2. Michelman, J., **Lee, J. W.**, & Waldrup, B. “Fraud in non-profit sport: A case study of the Sport Sun State Soccer Association”



ADDITIONAL BOOK CHAPTERS

1. Wallace, L., Rodenberg, R., **Lee, J. W.**, & Miloch, K. (In Press). Licensing and brand management. In B. Parkhouse, B. Turner, & Miloch, K. (Eds.), *Sport marketing: Winning strategies for business success* (2nd ed.). Dubuque, IA: Kendall Hunt.
2. Kian, E.M., Smith, L.R., **Lee, J. W.**, & Sweeney, K. (2014). ESPN The Magazine "Body Issue": Challenging but reinforcing traditional images of masculinity and femininity in sport. In J. McGuire, G. G. Armfield, & A. Earnhardt (Eds.), *The ESPN effect: Exploring the worldwide leader in sports*. New York: Peter Lang.
3. Wallace, L., Rodenberg, R., **Lee, J. W.**, & Miloch, K. (2012). Licensing and brand management. In B. Parkhouse, B. Turner, & Miloch, K. (Eds.), *Sport marketing: Winning strategies for business success* (pp. 231-253). Dubuque, IA: Kendall Hunt.
4. **Lee, J. W.**, & Lupi, M. H. (2010). Issues in international internships. In J. Miller & T. Seidler (Eds.), *A practical guide to sport management internships* (pp. 103-120). Durham, NC: Carolina Academic Press.



ENCYCLOPEDIA ARTICLES

Berkshire Encyclopedia of World Sport

1. **Lee, J. W.** (2013). Prayer. In L. Levinson & K. Christensen (Eds.) *Berkshire Encyclopedia of World Sport* (3rd ed.) (pp. 984-986). Great Barrington, MA: Berkshire Publishing Group.
 2. **Lee, J. W.** (2005). Prayer. In L. Levinson & K. Christensen (Eds.) *Berkshire Encyclopedia of World Sport* (pp. 1215-1218). Great Barrington, MA: Berkshire Publishing Group.
-

Encyclopedia of Sports Management and Marketing

Swayne, L. E., & M. Dodds (Eds.). *Encyclopedia of sports management and marketing*
Thousand Oaks, CA: Sage Publications, Inc.

I had the following articles published in the *Encyclopedia of Sports Management and Marketing*:

1. **Lee, J. W.** “Logo”
2. **Lee, J. W.** “Mascots”
3. **Lee, J. W.** “New Orleans Saints”
4. **Lee, J. W.** “Slogans”
5. **Lee, J. W., & Cianfrone, B.** “Atlanta Braves”
6. **Lee, J. W., & Clement, A.** “Lanham Act”
7. **Lee, J. W., & Hardin, R.** “Policies”
8. **Lee, J. W., & P. Laucella.** “Sport celebrities”
9. **Lee, J. W., & Miloch, K.** “Brand personality”
10. **Lee, J. W., & K. Miloch.** “Player as brand”
11. **Lee, J. W., & K. Miloch.** “Tagline”
12. **Lee, J. W. & Polite, F. G.** “Miami Heat”
13. **Lee, J. W., & Sweeney, K.** “Jacksonville Jaguars”
14. **Lee, J. W., & Whisenant, W.** “Anthems/flag raising”
15. **Lee, J. W., & Whisenant, W.** “Petty Enterprises”
16. **Sweeney, K., & Lee, J. W.¹** “Cincinnati Bengals”

¹ Note: my name was erroneously omitted from the final document

Encyclopedia of Women in Today's World

Stange, M. Z., Oyster, C. K., & Sloan, J. E. (Eds.) *Encyclopedia of women in today's world*. Thousand Oaks, CA: Sage Publications, Inc.

I had the following articles published in the *Encyclopedia of Women in Today's World*:

1. Gregg, E., & **Lee, J. W.** "Golf"
 2. **Lee, J. W.**, & Gregg, E. "Boxing."
 3. **Lee, J. W.**, & Gregg, E. "Danica Patrick"
 4. **Lee, J. W.**, & Gregg, E. "Little League"
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Multicultural America

1. **Lee, J. W.**, Conrad, K., & Thomas, D. (2013). Track and field and ethnic diversity. In C. Cortés (Ed.), *Multicultural America: A multimedia encyclopedia*. (pp. 2083- 2085). Thousand Oaks, CA: SAGE Publications, Inc. doi: <http://dx.doi.org/10.4135/9781452276274.n856>
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The Sage Encyclopedia of Advertising & Society²

Cunningham, I. (Ed.). *The Sage encyclopedia of advertising & society*. Thousand Oaks, CA: Sage Publications, Inc.

I had the following articles contracted and written for *The Sage Encyclopedia of Advertising & Society*:²

1. Alessandri, S. W., & **Lee, J. W.** "Product origin claims"
2. Cole, C., & **Lee, J. W.** "Advertising to college students"

² *Note: these entries were contracted and completed, but the company producing this work (Golson Media) through the publisher (Sage) went out of business prior to print, thus the project was canceled

3. Kane, J., & Lee, J. W. “Physical fitness systems”
 4. Lee, J. W., & Alessandri, S. W. ““Virginia is for Lovers’ campaign”
 5. Sweeney, K., & Lee, J. W. “Advertising of fitness centers and gyms”
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Sports Leadership: A Concise Reference Guide

1. Gregg, E. A., & Lee, J. W. (2015). Women: Equal pay. In M. Dodds, & J. Reese (Eds.), *Sports leadership: A concise reference guide. Mission Bell Media* (pp. 275- 277). Santa Barbara, CA.
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PRESENTATIONS

International

1. Lee, J. W., Gregg, E. A., Pierce, D., Hardin, R., & Taylor, E. (2018, February). Branding matters: Distinguishing your program from the rest of the pack. COSMA Conference, Jacksonville, FL.
2. Gregg, E. A., Pierce, D. A., Lee, J. W., & Buenano, A. L. (2017, October). Riding out the storm: Analyzing MS 150 participant behavior in the wake of a natural disaster. Sport Marketing Association (SMA) Conference, Boston, MA.
3. Lee, J. W., Wallace-McRee, L., & Tolbert, D. (2017, June). Sporting faith: University branding at today's Christian university. Christian Society for Kinesiology and Leisure Studies Conference, Nashville, TN.
4. Lee, J. W., & Wallace-McRee, L. (2017, June). Integrating a conceptual framework for faith-based university visual identity. Christian Society for Kinesiology and Leisure Studies Conference, Nashville, TN.
5. Lee, J. W., & Wallace-McRee, L. (2017, June). Building your personal brand: Pedagogical practices and faith-integration for CSKLS disciplines. Christian Society for Kinesiology and Leisure Studies Conference, Nashville, TN.

6. Swaller, S. N., & **Lee, J. W.** (2017, June). Navigating the road to tenure as a person of faith in kinesiology, recreation, and sport studies programs at public universities: Lessons learned from the journey. Christian Society for Kinesiology and Leisure Studies Conference, Nashville, TN.
7. Hull, K., **Lee, J. W.**, Zapalac, R., & Stillwell, M. A. (2017, April). Orchestrating the #HTownTakeover: Social media agenda setting and university branding at the University of Houston. College Sports Research Institute (CSRI) Conference, Columbia, SC.
8. **Lee, J. W.**, Ayers, K., & Gregg, E. A. (2017, April). There can only be one: University branding and visual identity goes to school. College Sports Research Institute (CSRI) Conference, Columbia, SC.
9. Schlereth, N. & **Lee, J. W.** (2017, April). Flashy uniforms: Brand enhancers or just for looks. College Sports Research Institute (CSRI) Conference, Columbia, SC.
10. Gregg, E. A., **Lee, J. W.**, & Buenano, A. L. (2016, February). Engaging future stakeholders: The benefits of K-12 partnerships has been accepted for the Commission on Sport Management Accreditation (COSMA) Conference in Tampa, FL.
11. Alessandri, S.W. & **Lee, J. W.** (2016, December). Offensive high school mascots and community accountability. The Corporate Affairs, Reputation and Accountability Workshop at New York University's Stern School of Business, New York, NY.
12. **Lee, J. W.**, Gregg, E. A., Strupp, K., & Bower, G. (2016, November). 50 Years in the making: A "golden" opportunity for university brand transformation. Sport Marketing Association Conference in Indianapolis, IN.
13. Kane, J. J., **Lee, J. W.**, Gregg, E. A., & Cavanaugh, T. (2016, February). Think globally, engage pedagogically: Landing and supervising international field experiences. Commission on Sport Management Accreditation (COSMA) Conference. Tampa, FL.
14. Czekanski, W. A., & **Lee, J. W.** (2016, April). SC. Cock-a-Doodle-U: Examining University Brand Personality and Visual Identity at Coastal Carolina University. College Sports Research Institute (CSRI) Conference, Columbia, SC.
15. **Lee, J. W.**, & Hull, K. (2016, April). Blazing a trail...or blazing saddles: A case study of players' social media response to the decision to drop UAB Blazer Football. College Sports Research Institute (CSRI) Conference, Columbia, SC.

16. **Lee, J. W., & Watkins, B.** (2015, October). Blazing a trail: Stakeholder reaction and crisis communication in the aftermath of UAB Blazers eliminating football. Sport Marketing Association (SMA) Conference, Atlanta, GA.
17. **Watkins, B., & Lee, J. W.** (2015, October). Mississippi State needs more cowbell: Brand personality, social media, and trying to keep up with the Joneses. Sport Marketing Association (SMA) Conference, Atlanta, GA.
18. **Keshock, C., & Lee, J. W.** (2015, April). NCAA sand volleyball: Marketing the new championship sport, College Sports Research Institute (CSRI) Conference, Columbia, SC.
19. **Lee, J. W., Wilson, M., & Gregg, E. A.** (2015, April). University brand management: Exploring institutional enhancement, visual identity, and the role of football as a catalyst. College Sports Research Institute (CSRI) Conference, Columbia, SC.
20. **Sweeney, K., Lee, J. W., & Gregg, E. A.** (2015, March). Sometimes more is not better: The Super Bowl of criminal jocks. Academy of Criminal Justice Sciences (ACJS) 52nd Annual Meeting, Orlando, FL.
21. **Sweeney, K., Gregg, E. A., & Lee, J. W.** (2015, March). Domestic violence and the NFL: Possible red zone fumble? Academy of Criminal Justice Sciences (ACJS) 52nd Annual Meeting, Orlando, FL.
22. **Lee, J., Hartwell, S., & Lee, J. W.** (2015, March). Alcohol sales at intercollegiate athletic events: An initial case study at Troy University. Academy of Criminal Justice Sciences (ACJS) 52nd Annual Meeting, Orlando, FL.
23. **Sweeney, K., Gregg, E. A., & Lee, J. W.** (2014, November). Bathing suits, big screens, big bucks...big mistake? Sport Entertainment & Venues Tomorrow (SEVT), Columbia, SC.
24. **Gregg, E.A., Sweeney, K., Lee, J. W., & Pierce, D. A.** (2014, October). Charity in motion: Analyzing participant behavior in the MS 150. Sport Marketing Association (SMA) Conference, Philadelphia, PA.

25. **Lee, J. W.**, Gregg, E. A., & Oldakowski, R. K. (2014, October). Place branding through sport: A case study of Jacksonville, Florida. Sport Marketing Association (SMA) Conference, Philadelphia, PA.
26. Gregg, E. A., **Lee, J. W.**, & Pierce, D. A. (2013, October). An Ace up their sleeve: Rebranding University of Evansville athletics. Sport Marketing Association Conference. Albuquerque, NM.
27. Wallace-McRee, L., **Lee, J. W.**, & Robinson, C. (2013, July). An Evaluation of the educational structure on Christian and non-Christian affiliated campuses in the field of kinesiology. Christian Society for Kinesiology and Leisure Studies Conference, Waco, TX.
28. **Lee, J. W.**, Gregg, L., Sweeney, K., Kane, J., & Kian, E.T. (2012, October). ESPN the Magazine's "Body Issue": The good, the bad, and the sexy. Sport Marketing Association (SMA) Conference, Orlando, FL.
29. **Lee, J.W.**, Gregg, L., & Miloch, K. (2012, October). A tale of two cities...and four universities: Brand building in higher education. Sport Marketing Association (SMA) Conference, Orlando, FL.
30. **Lee, J. W.**, Gregg, L., Beck, J., Cianfrone, B., Keshock, C., & Mathner, R. (2011, October). Who are U?: University branding and intercollegiate athletics. Sport Marketing Association (SMA) Conference, Houston, TX.
31. **Lee, J. W.**, Keshock, C., Gregg, L., & Miloch, K. (2011, October). Go Daddy: Provocative, suggestive, and prosperous. Sport Marketing Association (SMA) Conference, Houston, TX.
32. **Lee, J. W.**, & Miloch, K. (2010, October). Rebranding the Wide World of Sports: This is no Mickey Mouse operation. Sport Marketing Association (SMA) Conference, New Orleans, LA.
33. Miloch, K. & **Lee, J. W.** (2010, October). The virtual student experience: Enhancing the sport marketing classroom with the online course management system. Sport Marketing Association (SMA) Conference, New Orleans, LA.

34. Miloch, K., Ford, S., **Lee, J. W.**, & Kane, J. (2010, June). Distance education in sport: Strategies for designing and managing the virtual classroom. North American Society for Sport Management (NASSM) Conference, Tampa, FL.
35. **Lee, J. W.** (2009, May). Let's go to the tape...er, film: Examining sport policy through film. North American Society for Sport Management (NASSM) Conference, Columbia, SC.
36. Whisenant, W., Mullane, S. & **Lee, J. W.** (2008, May). NASCAR's stars-n-bars dilemma: Pop culture -vs- social responsibility. North American Society for Sport Management (NASSM) Conference, Toronto, Ontario, Canada.
37. **Lee, J. W.**, Kane, J., & Drane, D. (2007, June). The film room: Exploring the educational benefits of film use in sport management education. North American Society for Sport Management (NASSM) Conference, Coral Gables, FL.
38. **Lee, J. W.**, & Tatum, L. (2004, November). Making our mark: The new look of Troy State University. Sport Marketing Association (SMA) Conference, Memphis, TN.



National

1. Michelman, J., **Lee, J. W.**, & Paulson, S. (2017, August). Peach State Country Club's out of control controller. American Accounting Association Conference, San Diego, CA.
2. Cornelius, L., & **Lee, J. W.** (2017, February). Short yardage: A case study of football finance at a non-power 5 institution. National Education Finance Conference, Cincinnati, OH.
3. **Lee, J. W.** (2015, June). I can relate: Building institutional brands through relationships. National Association for Campus Activities (NACA) SPIRIT Institute. Clemson, SC.
4. **Lee, J. W.** (2014, September). Brand communication and visual identity in sport ministry. RecSpo 2014: The Recreation and Sports Ministry Conference, Spartanburg, SC.
5. **Lee, J. W.** (2014, September). The place of sport: Managing the sportscape and beyond. RecSpo 2014: The Recreation and Sports Ministry Conference, Spartanburg, SC.

6. **Lee, J. W., & Alessandri, S. W.** (2014, February). “Boston Strong” but not trademark strong. Sport and Recreation Law Association (SRLA) 27th Annual Conference on Sport, Physical Activity, Recreation and Law, Orlando, FL.
7. Sweeney, K., & **Lee, J. W.** (2014, February). The Super Bowl of criminal jocks: Investigating criminal incidents in the NFL. Sport and Recreation Law Association (SRLA) 27th Annual Conference on Sport, Physical Activity, Recreation and Law, Orlando, FL.
8. Clement, A., & **Lee, J. W.** (2011, February). Business process patents and sport: From State Street to Bilski. Sport and Recreation Law Association (SRLA) Conference, Savannah, GA.
9. **Lee, J. W.**, Clement, A., & Michelman, J. (2011, February). The greens have me seeing red: Risk management, ethics, accounting and internal control at Blackhawk Country Club. Sport and Recreation Law Association (SRLA) Conference, Savannah, GA.
10. **Lee, J. W.**, & Sweeney, K. (2011, February). Criminal profiling: The case of the Cincinnati Bengals. Sport and Recreation Law Association (SRLA) Conference, Savannah, GA.
11. Michelman, J., **Lee, J. W.**, & Paulson, S. (2010, October). Ethics, accounting and internal control at Blackhawk Country Club. North American Case Research Association (NACRA), Gatlinburg, TN.
12. Gillentine, A., & **Lee, J. W.** (2010, March). Managing alcohol risks at sports events. American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) National Convention, Indianapolis, IN.
13. Lee, J., & **Lee, J. W.** (2010, February). Professional wrestling: Pseudo sport. Presented as part of the “Sports and Victimization: Binge Drinking to Terrorism” panel at the 2010 Academy of Criminal Justice Sciences (ACJS) Annual Meeting, San Diego, CA.
14. **Lee, J. W.**, & Michelman, J. (2009, August). Deercreek Country Club: a case study in accounting ethics. The 14th Annual Symposium on Ethics Research in Accounting, New York, NY.

15. Kane, J. J., **Lee, J. W.**, Jackson, E. N., Polite, F. G., & DeWeale, C. (2009, April). Addressing issues in sport management degree programs: An open forum. American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) National Convention, Tampa, FL.
16. **Lee, J. W.**, Miller, J., Gillentine, A., & Lee, J. (2008, February). Alcohol management and the interface between risk management and criminal justice. Sport and Recreation Law Association (SRLA) Conference, Myrtle Beach, SC.
17. **Lee, J. W.**, Whisenant, W., & Mullane, S. (2008, February). Confederate imagery in sport: Heritage, hate, or hypocrisy. Sport and Recreation Law Association (SRLA) Conference, Myrtle Beach, SC.
18. **Lee, J. W.**, Kane, J., Kane, R., & Drane, D. (2007, January). Seeing and valuing diversity in film: An approach to kinesiology and physical education. National Association for Kinesiology & Physical Education in Higher Education (NAKPEHE) Conference, Clearwater Beach, FL.
19. Smith, E., **Lee, J. W.**, & Skipworth, J. (2004, April). Exploring career interests in sports & fitness: The development of an on-line tool. National American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) Conference, New Orleans, LA.
20. **Lee, J. W.**, & Bush, G. (2003, October). Service learning: Creating practical learning experiences in physical education, health and sport management programs. National NASPE-PETE Conference, Baton Rouge, LA.
21. **Lee, J. W.**, Tatum, L., & Grube, A. (2003, March). Tobacco sponsorship in sport: Sending the wrong message. Society for the Study of Legal Aspects of Sport and Physical Activity (SSLASPA) National Conference, Atlanta, GA.
22. Grube, A.J., **Lee, J. W.**, Tatum, L., & Ayers, K. (2003, March). Service learning applied to the legal issues classroom. Society for the Study of Legal Aspects of Sport and Physical Activity (SSLASPA) National Conference, Atlanta, GA.
23. **Lee, J. W.** (2001, March). When sport and religion combine: Issues and implications pertaining to school prayer and athletics following the Santa Fe Independent School District v. Doe decision. Society for the Study of Legal Aspects of Sport and Physical Activity (SSLASPA) National Conference, Branson, MO.



Regional

1. **Lee, J. W., & Lee, J.** (2016, September). More than badges & flashing lights: Visual identity in contemporary law enforcement. Southern Criminal Justice Association (SCJA) Conference, Savannah, GA.
2. **Lee, J. W., & Cavanaugh, T.** (2014, April). Premium blend: The benefits of hybrid/blended instruction. eTroy Colloquium 2014: Educate, Empower, Excite! [Online].
3. Gregg, E.A., **Lee, J. W., & Sweeney, K.** (2013, September). I'll give it 9 out of 9 stars: Examining ESPN's Nine for IX series. Popular/American Culture Association in the South. Savannah, GA.
4. **Lee, J.W., Gregg, E.A., & Sweeney, K.** (2013, September). Bringing sexy back: An examination of ESPN's Body Issue. Popular/American Culture Association in the South. Savannah, GA.
5. **Lee, J. W., & Campbell, K.** (2013, April). Can you dig it?: Marketing collegiate sand volleyball. Southern Sport Management Conference, Troy, AL.
6. **Lee, J. W., Sweeney, K., & Lee, J.** (2013, April). Pros who are cons: The case of the NFL's "Criminal Jocks". Southern Sport Management Conference, Troy, AL.
7. **Lee, J. W., & Sweeney, K.** (2012, October). Criminal jocks: An NFL case study. Presented as part of the "Athletes and Criminal Activity" panel at the Southern Criminal Justice Association (SCJA) Conference, Atlantic Beach, FL.
8. Kane, J., **Lee, J. W., & Mincey-White, D.** (2012, February). Using a common reading District Association Conference of the American Alliance for Health, Physical Education, Recreation and Dance (SD-AAHPERD) Orlando, FL.
9. **Lee, J. W., Gregg, L., & Kane, J.** (2012, February). A tale of two universities. Southern District Association Conference of the American Alliance for Health, Physical Education, Recreation and Dance (SD-AAHPERD) Orlando, FL.

10. **Lee, J. W., & Whisenant, W.** (2007, September). Stars-n-bars: The presence of the Confederate flag in NASCAR. Popular Culture Association of the South/American Culture Association of the South (PCAS/ACAS) Conference, Jacksonville, FL.
11. **Lee, J. W., & Lee, J.** (2007, September). Sex, drugs, and professional wrestling: Who's next? Popular Culture Association of the South/ American Culture Association of the South (PCAS/ACAS) Conference, Jacksonville, FL.
12. **Lee, J., & Lee, J. W.** (2007, September). Who's next?: An examination of premature deaths and industry policy in professional wrestling. Southern Criminal Justice Association (SCJA) Conference, Savannah, GA.
13. **Lee, J., Lee, J. W., & Cotton, J.** (2007, September). Sport facility alcohol management. Southern Criminal Justice Association (SCJA) Conference, Savannah, GA.
14. **Lee, J. W.** (2006, April). Enhancing sport management education through the use of film. 2nd Annual Southern Sport Management Conference, Troy, AL.
15. **Lee, J. W., & Lee, J.** (2005, October). Who's next? Drug-related deaths in professional wrestling. Florida State University Sport Management Conference, Tallahassee, FL.
16. **Lee, J. W.** (2005, October). SMART publication ideas. *The SMART Journal*: How it started, where it has been, and where it is going. Florida State University Sport Management Conference, Tallahassee, FL.
17. **Lee, J., & Lee, J. W.** (2005, October). Battle royal at the seashore: An examination of drug related deaths in professional wrestling. Southern Criminal Justice Association (SCJA) Conference, Atlantic Beach, FL.
18. **Lee, J. W., & Lee, J.** (2005, February). Cause for concern or overreaction: Divisive symbols in contemporary sport. Alabama-Mississippi Sociology Association (AMSA) Conference, Tuscaloosa, AL.
19. **Lee, J., & Lee, J. W.** (2005, February). A service learning project in criminal justice at Troy University. Alabama-Mississippi Sociology Association (AMSA) Conference, Tuscaloosa, AL.
20. **Lee, J. W.** (2004, October). Introducing *The SMART Online Journal*. Florida State University Sport Management Conference, Tallahassee, FL.

21. **Lee, J. W.**, Tatum, L., & Green, F. (2004, October). Building the Brand: The new look of Troy University. Florida State University Sport Management Conference, Tallahassee, FL.
22. Green, F., Tatum, L., & **Lee, J. W.** (2004, October). The preference of spectators of professional team sports related to game time scheduling. Florida State University Sport Management Conference, Tallahassee, FL.
23. **Lee, J. W.** (2002, November). Tobacco sponsorship in sport: Sending the wrong message. Florida State University Sport Management Conference, Tallahassee, FL.
24. **Lee, J. W.** (2002, November). Divisive symbols in contemporary sport. Florida State University Sport Management Conference, Tallahassee, FL.
25. **Lee, J. W.** (2001, November). Prayer in school athletics: Legal considerations and implications. Florida State University Sport Management Conference, Tallahassee, FL.



State/Local

1. **Lee, J. W.**, & Gregg, E. A. (2018, April). Tell them who you are: Academic Visual Identity and ASAPERD Stakeholders. Alabama State Association for Health, Physical Education, Recreation, and Dance (ASAPERD) Spring Conference, Orange Beach, AL.
2. **Lee, J. W.**, Ohlson, M., & Gregg, E. A. (2018, April). Does your CBL have a strong VI? Community-based academic visual identity. University of North Florida 5th Annual Scholarship of Teaching and Learning (SoTL) Symposium.
3. **Lee, J. W.**, Gregg, E. A., & Buenano, A. L. (2017, April). Impacting the future: Reaping the benefits of secondary school partnerships in sport management. Scholarship of Teaching and Learning (SoTL) Symposium, Jacksonville, FL.
4. **Lee, J. W.**, & Ohlson, M. (2017, April). Personal and program branding: Making an impact through successful service learning and social entrepreneurship. Scholarship of Teaching and Learning (SoTL) Symposium, Jacksonville, FL.
5. **Lee, J. W.** (2015, January). Branding. Graduate Lecture Series. University of North Florida, Jacksonville, FL.

6. **Lee, J. W., & Shirley, A.** (2015, April). Spanning boundaries through bettering our beaches: Learning sport marketing through the promotion of beach clean-ups. 2nd Annual Scholarship of Teaching and Learning (SoTL) Symposium.
7. Kane, J., & **Lee, J. W.** (2014, November). The perfect marriage: Community based and online learning. University of North Florida Academic Technology Innovation Symposium, Jacksonville, FL.
8. **Lee, J. W., & Cavanaugh, T.** (2014, November). The infographic self: A visual résumé. University of North Florida Academic Technology Innovation Symposium, Jacksonville, FL.
9. **Lee, J. W. & Sweeney, K.** (2012, April). Movies as motivators: Facilitating learning through film. Alabama State Association for Health, Physical Education, Recreation, and Dance (ASAHPERD) Spring Conference, Orange Beach, AL.
10. Sweeney, K., & **Lee, J. W.** (2012, April). Made you look—*ESPN The Magazine's* Body Issue: Diversity, body image and beyond. Alabama State Association for Health, Physical Education, Recreation, and Dance (ASAHPERD) Spring Conference, Orange Beach, AL.
11. **Lee, J. W., Sweeney, K., & Clarson, R.** (2012, April). Sport branding: From Linsanity to the PGA Tour. The Sport Management and Medicine Conference at Jacksonville University, Jacksonville, FL. (*Invited feature speaker)
12. **Lee, J. W.** (2009, October). Prayer, athletics, and religious freedom. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL.
13. **Lee, J. W., Smucker, M., & Kane, J.** (2009, October). Sport internships: Practices and perspectives. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL.
14. Mullane, S., Whisenant, W., **Lee, J. W., Smucker, M., & Clavio, G.** (2008, October). Internship perspectives. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL.
15. **Lee, J. W.** (2008, October). Enhancing sport education through the use of film. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL.

16. **Lee, J. W.** (2007, November). Popular culture and sport management education: Benefiting from [pop] cultural literacy. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL.
17. Jisha, J., Kane, J., **Lee, J. W.**, & Smucker, M. (2006, October). Internships in sport management. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL.
18. Aaron, T., Clement, A. Jisha, J., Kane, J., **Lee, J. W.**, Pedersen, P., Polite, F., & Whisenant, W. (2005, October). Field experiences in sport management: Examining the development of an integral internship process within sport management education. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL.
19. **Lee, J. W.** (2005, October). The cost of change: Building the brand of Troy University. Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL (*Invited feature speaker for the Sport Association of FAHPERDS).
20. **Lee, J. W.** (2005, October). Scholastic athletics: Where does prayer fit into the picture? Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS) Conference, Orlando, FL (*Invited feature speaker for the Sport Association of FAHPERDS).
21. **Lee, J. W.** (2005, April). Is this offensive? The power of athletic symbols. Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Spring Conference, Gulf Shores, AL.
22. **Lee, J. W.**, & Tatum, L. (2004, April). Impacting Alabama: Introducing the Alabama Institute for Sport and Fitness Management. Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Spring Conference, Orange Beach, AL.
23. **Lee, J. W.** (2003, November). Role modeling: Faculty obligations and commitment. Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Fall Conference, Birmingham, AL.

24. Smith, E., **Lee, J. W.**, & Skipworth, J. (2003, November). Holland Types and career counseling in sports and fitness. Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Fall Conference, Birmingham, AL.
25. **Lee, J. W.**, & Bush, G. (2003, April). Students' reaction to smokeless tobacco's involvement in sport. Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Spring Conference, Orange Beach, AL.
26. **Lee, J. W.** (2002, November). Tobacco sponsorship in sport: Sending mixed messages. Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Fall Conference, Birmingham, AL.
27. **Lee, J. W.** (2001, October). The use of prayer in school athletics: Legal considerations and implications. Florida Alliance of Health, Physical Education, Recreation, and Dance (FAHPERD) Conference, Jacksonville, FL.

TEACHING & LEARNING FAIR/PEDAGOGY SYMPOSIUM PRESENTATIONS

1. Kane, J. J., & **Lee, J. W.** (2010). Community based transformational learning: Interdisciplinary approaches. North American Society for Sport Management (NASSM) Conference, Tampa, FL.
2. **Lee, J. W.**, Gregg, E. A., & Buenano, A. (2015, October). Online experiential learning in sport management. Sport Marketing Association Conference. Atlanta, GA.



ACADEMIC AND PROFESSIONAL RESOURCE

My research expertise and strong knowledge base have afforded me the opportunity to serve as an academic and professional resource for various sport (i.e., Jacksonville Jaguars, Orlando Magic, Daytona International Speedway) and media organizations, including various TV, radio, and print outlets such as *The Wharton Sports Business Show*, *Washington Times*, *Kansas City Star*, *Troy Messenger*, *Jacksonville Business Journal*, WTLV (NBC), WFOX (FOX), and WJAX (CBS) Jacksonville network affiliates as well as television and online reports, National Public Radio's (NPR) *First Coast Connect*, ESPN the Classroom radio program, Wallet Hub, and the British Broadcasting Corporation (BBC).

Additionally, I have been selected as a content expert for various sport management/sport marketing textbooks. Furthermore, also been selected as a reviewer for numerous journals, as well as serving as a guest journal editor for special issue addressing university branding and intercollegiate sport (*Journal of Contemporary Athletics*).

GRANTS & FUNDING RECEIVED

1. **Lee, J. W.** (2014). Teaching Online (TOL) Course Transformation Grant. Upon completion of this course and the subsequent course review, I will be awarded \$3,000 in funding for transforming courses to fully online delivery.
2. Kane, J., **Lee, J. W.**, Sweeney, K., & Gregg, L. (2012) Sport Management Certificate Teaching Online (TOL) Grant. The department was awarded \$5,000 for online instructional support for a new educational endeavor.
3. **Lee, J. W.** (2012). Teaching Online (TOL) Course Transformation Grant. I have been awarded \$4,000 in funding for transforming courses to fully online delivery (2 increments of \$2,000).
4. Janson, C., Kane, J., Maxis, S., **Lee, J. W.**, & Popel, J. (2012). A \$2000 Community Engaged Department Grant was awarded to the Department of Leadership School Counseling & Sport Management.
5. Kane, J., & **Lee, J. W.** (2012). A \$500 mini grant was given for “An Investigation of Community Sport Challenges in Jacksonville” by the COEHS Dean’s office.
6. **Lee, J. W.** (2005). A \$2,000 stipend was given to the Alabama Institute for Sport and Fitness Management (AISFM) by Chancellor Jack Hawkins, Troy University.
7. **Lee, J. W.** (November, 2004). Making Our Mark: The New Look of Troy State University. Presented at the Sport Marketing Association Conference, Memphis, TN (\$750). Faculty Development Paper Presentation Grant, Troy University.
8. **Lee, J. W.** (October, 2004). Building the Brand: The New Look of Troy University. Presented at the Florida State University Sport Management Conference, Tallahassee, FL (\$178.76). Faculty Development Paper Presentation Grant, Troy University.

9. **Lee, J. W.** (April, 2004). Impacting Alabama: Introducing the Alabama Institute for Sport and Fitness Management. Presented at the Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Spring Conference, Orange Beach, AL (\$250). Faculty Development Paper Presentation Grant, Troy State University.
10. **Lee, J. W.** (November, 2003). Role Modeling: Faculty Obligations and Commitment. Presented at the Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Fall Conference, Birmingham, AL (\$218.76). Faculty Development Paper Presentation Grant, Troy State University.
11. **Lee, J. W.** (October, 2003). Service Learning: Creating Practical Learning Experiences in Physical Education, Health and Sport Management Programs. Presented at the National NASPE-PETE Conference, Baton Rouge, LA (\$375). Faculty Development Paper Presentation Grant, Troy State University.
12. **Lee, J. W.** (March, 2003). Tobacco Sponsorship in Sport: Sending the Wrong Message. Presented at the Society for the Study of Legal Aspects of Sport and Physical Activity (SSLASPA) National Conference, Atlanta, GA (\$750). Faculty Development Paper Presentation Grant, Troy State University.



PROFESSIONAL SOCIETIES/ASSOCIATIONS (Past & Present)

- Alabama Institute for Sport & Fitness Management (AISFM), Executive Director
- Alabama-Mississippi Sociology Association (AMSA)
- Alabama State Association for Health, Physical Education, Recreation, and Dance (ASAHPERD)
- American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD)
- American Association for Leisure and Recreation (AALR) [later known as American Association for Physical Activity & Recreation (AAPAR)]
- Christian Society for Kinesiology and Leisure Studies (CSKLS)
- Florida Alliance for Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS)
 - Journal Review Board Member Management Board Member, 2007-2009
 - (Sport Association President-elect 2007-2008; Sport Association President 2008-2009)
- National Association of Sport and Physical Education (NASPE)
- National Association for Kinesiology & Physical Education in Higher Education (NAKPEHE) [now National Association for Kinesiology in Higher Education]
- North American Society for Sport Management (NASSM)

- Phi Epsilon Kappa Professional Fraternity (for persons engaged in careers associated with health, physical education, recreation, or safety)—Member of the Delta Sigma Chapter from Troy State University
- Sport Marketing Association (SMA)
- Sport and Recreation Law Association (SRLA)
- Southern Sport Management Association (SSMA)

DISSERTATION COMMITTEE MEMBERSHIP

Smith, L. R. (2017). The Executive Leadership Response at a Community Hospital to the Value Based Purchasing Requirements of the Patient Protection and Affordable Care Act. In progress toward the Doctoral Dissertation process at the University of North Florida.

Miller, D. (2015). Analyzing the Effects of Individual Factors and Organizational Context on Faculty Participation in Online Teaching. Doctoral Dissertation completed at the University of North Florida.



UNIVERSITY GOVERNANCE/COMMITTEES

University of North Florida

University-level

- Non-Tenure Promotion Committee, 2016-
- UNF Blue & Grey Honors Mentor, 2016-
- Faculty Advisory Library Committee, 2014-
- UNF Traditions Taskforce, 2013-
- Ad-Hoc UNF Athletic Facilities Mini-Master Plan Committee, 2013
- Visual Identity Standards Committee (VISC), 2012-
- SGA Budget and Allocation Committee, 2011-2012
- Intercollegiate Athletic Committee, 2007-2008; 2014-
- Academic Programs Committee (APC), 2007-2008
- UNF Nonprofit Affinity Group Member; Nonprofit Center Sub-Group, 2007-2008
- Summer Research Grant Reviewer, 2007

College-level

- COEHS Advising Coordinator Committee Co-Chair, 2016
- Department of Childhood Education, Literacy, and TESOL Promotion Committee, 2016
- College of Education and Human Service Technology Committee, 2006-2013; 2014-2016
- Physical Education Instructor Search Committee, 2010

- Leadership, Counseling & Instructional Technology Search Department Chair Search Committee [4 total searches], 2007-2009
- Celebration of Education Day Proposal Review Committee Reviewer, 2007
- Physical Education Instructor Search Committee Search, 2007

Department-level

- Leadership, School Counseling & Sport Management Distance Education Faculty Preparation, 2014
- Leadership, School Counseling & Sport Management Committee for Tenure and Promotion (recurring)
- Leadership, School Counseling & Sport Management Chair/Co-chair 3rd Year Review Committee (recurring)
- Sport Management Clinical Instructor Search Committee, Co-Chair, 2014-2015
- Sport Management Faculty Position Search Committee, Co-Chair, 2011-2012
- Sport Management Faculty Position Search Committee, Chair, 2010-2011
- Sport Management Faculty Position Search Committee, Chair, 2008-2009
- Educational Leadership Faculty Search Committee, 2007-2008

Troy University/Troy State University

- University NCAA Certification Self Study Committee Governance—Commitment to Rules Subcommittee, 2004-2006
- Sport & Fitness Management Faculty Search Committee, 2004
- Sport & Fitness Management Faculty Search Committee, Chair, 2003
- Athletic Marketing Committee, 2002-2003

Webber International University

- Graduate Council, 2001-2002



OTHER PROFESSIONAL SERVICE

Journal Editor

- *The SMART Journal*, Editor
- *Journal of Contemporary Athletics*, Guest Editor

Journal Review Board Member

- *Journal of The Christian Society for Kinesiology and Leisure Studies*, Review Board Member
- *The SMART Journal*, Editor

Ad-hoc Reviewer

- *Sport Marketing Quarterly* (SMQ), Ad-hoc Reviewer
- *International Journal of Sport Communication* (IJSC), Ad-hoc Reviewer
- *International Journal of Sport Management and Marketing*, Ad-hoc Reviewer
- *Journal of Hospitality, Leisure, Sport, and Tourism Education (JoHLSTE)*, Ad-hoc Reviewer
- *Journal of Teaching Physical Education*, Ad-hoc Reviewer
- *FAHPERDS Journal*, Ad-hoc Reviewer

Conference Reviewer

- The Christian Society for Kinesiology and Leisure Studies Conference, Reviewer
- Sport Marketing Association Conference, Reviewer
- Southern Sport Management Conference, Reviewer

Sport Management Conference Leadership

- Coordinator/Founder, (Inaugural & 2nd Annual) Southern Sport Management Conference (Troy, AL), 2005 & 2006
- Sport Marketing Association Pedagogy Symposium Co-Coordinator, 2012 & 2013
- Sport Marketing Association Student Case Study Competition Coordinator, 2010

Accreditation Service

- COSMA Appointed Program Mentor, North Greenville University, 2016
- COSMA Site Review Team Leader, University of Southern Indiana, 2016
- Ushered UNF Sport Management through their inaugural COSMA accreditation, 2014
- COSMA Publicity Committee Member, 2013-
- Worked with the Joint Review Committee on Athletic Training site visit review of Troy University's Athletic Training education curriculum program, 2003

Textbook Reviewer

1. Katz, R., & Swatek, K. (TBD). *Branding in Sport: Human Kinetics Sport Business Insider Series*. Champaign, IL: Human Kinetics.
2. Ratten, V. (Ed.), & Ferreira, J. J. (Ed.). (In Press). *Sports entrepreneurship and innovation*. Singapore: Routledge–Business and Economics.
3. Eitzen, D.S. (2016). *Fair and Foul: Beyond the Myths and Paradoxes of Sport* (6th ed.). Lanham, MD: Rowman & Littlefield Publishing Group.
4. Rein, I. (2014). *The Sports Strategist : Developing Leaders for a High-performance Industry*. Oxford: Oxford University Press.

5. Eitzen, D.S. (2012). *Fair and Foul: Beyond the Myths and Paradoxes of Sport* (5th ed.). Lanham, MD: Rowman & Littlefield Publishing Group.
6. Crumbley, D. L., Campbell, F. H., Karam, T. J., & Maresco, P. A. (2011). *Dangerous hoops: A forensic marketing action adventure*. Baton Rouge: LSU Press. *Note: I reviewed this manuscript for another published prior to being published with LSU Press.*

Select Professional Academic Learning Activities/Professional Partnerships

- UNF Sport Management Meet & Greet, Coordinator, 2011-2012; 2015
- Aided in organization and marketing of the inaugural, 2nd, 3rd, and 4th annual North Florida Sand Invitational collegiate sand volleyball tournaments, 2012-2015.
- Family Driven Softball League (FDSL) (faith-based, family focused softball league), Management Board, 2011
- (UNF) Work Experience in Sport Showcase Coordinator, 2007
- Director of the Law Enforcement and Public Safety Softball Challenge, 2005
- Partnered with Jacksonville Jaguars to explore franchise branding matters and explore student initiatives, 2014
- Partnered with the Daytona International Speedway to establish a student-driven ticket sales initiative in Northeast Florida, 2013
- Partnered with the Orlando Magic to establish a student-driven ticket sales initiative in Northeast Florida, 2012

Miscellaneous University Mentorship/Advisement

- UNF Blue & Grey Honors Mentor, 2016-
- SUP JAX (stand up paddleboard student club for the University of North Florida), Club Sponsor, 2012-2014
- UNF Sport Management Alliance (SMA), Club Sponsor, 2007-2009
- Recreation Minor Advisor, Troy University, Department of Kinesiology & Health Promotion, 2005-2006
- Troy University Leadership Scholar Mentor, 2002-2006
- Living Learning (Freshmen mentorship program) Student Advisor/Mentor, Troy University, 2002-2004
- Fellowship of Christian Athletes (Webber International University), Faculty Advisor (Huddle Coach), 2001-2002

Web-based Service

- *The SMART Journal* Webmaster, 2004-2009
- Alabama Institute for Sport and Fitness Management (AISFM) Webmaster, 2003-2006
- Co-created the web-based advisement resource Kinesiology Career Advisory Tool, 2004



AWARDS/HONORS

- Selected to serve as an instructor for National Association for Campus Activities' (NACA) inaugural SPIRIT Institute held at Clemson University, 2015
- Pedagogy Symposium Co-Coordinator, Sport Marketing Association, 2012 & 2013
- Student Case Study Competition Coordinator, Sport Marketing Association, 2010
- President of the Sport Division-Florida Alliance for Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS), 2008-2009
 - President-elect of the Sport Division-Florida Alliance for Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS), 2007-2008
- Selected to go to Plymouth, England to take part in an international Transformational Learning Opportunity (TLO) with University College Plymouth St. Mark & St. John (Marjon) [now University of St. Mark & St. John], 2007
 - Took part in cultural exchange program and supervised field experience workers with the Plymouth Argyle Football Club and the City of Plymouth Recreation and Leisure
- Invited to be Featured Presenter for the Sport Division at the Florida Alliance of Health, Physical Education, Recreation, Dance, and Sport (FAHPERDS), 2005
- Appointed Executive Director of the Alabama Institute for Sport and Fitness Management (AISFM), 2003-2006
- Graduate Teaching Assistantship, Florida State University, 1999-2001
- Graduate Research Assistantship, Florida State University, 1999-2001
- Graduate Teaching Assistantship, Troy State University, 1999-2000
- Excellence in Leadership Scholarship, Troy State University, 1996-1997
- Baptist Campus Ministries (BCM) Leadership Council, Troy State University, 1996-1997
- Federal Bureau of Investigation National Academy (FBINA) Scholarship, 1996-1999
- American Association of State Troopers (AAST) Scholarship, 1994-1996
- Florida Vocational Gold Seal Scholarship, 1994-1995
- Lake City Community College Honors Scholarship, 1994-1995

SPORT-RELATED COMMUNITY SERVICE

Church/Church Organization Service

- *Celebration Baptist Church (Yulee, FL)*: Florida Baptist Children's Home fellowship/outreach involvement (including an outing taking the kids to a Jacksonville Suns game)
- *Yulee Baptist Church (Yulee, FL)*: New Building (Family Life Center) Building Committee (Chair); Softball Coach

- *Southside Baptist Church (Troy, AL):* Softball Coach; Instructor, “Fit 4” Fitness Program
 - *Other Involvement:* Softball Coach for Troy State University Baptist Campus Ministries (BCM); served on the management board for the Family Driven Softball League (FDSL); worked with activities such as Upward Sports (Upward Basketball and Upward Soccer), etc.
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Other Community-Based Service

Jacksonville-area

- Yulee Hornet Wrestling Club
- Yulee Little League
- Jacksonville Surf Training Beach Clean Up & and other “beach clean up” initiatives (Sport Management program initiative)
- Haiti earthquake relief fundraising (Sport Management program initiative)

Troy, Alabama

- Special Olympics
 - Habitat for Humanity (Sport & Fitness Management program initiative)
 - Steps to a Healthier Alabama
 - Troy Parks & Recreation (youth baseball and soccer coach)
 - Alabama Institute for the Deaf and Blind (AIDB) fundraising (Sport & Fitness Management program initiative)
 - Hurricane Katrina relief (Sport & Fitness Management program initiative)
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COURSES TAUGHT

(* Courses that I either developed or was the first person to instruct at institution)

University of North Florida (2006-Present)

Graduate Courses

EDH 6946 Practicum in Higher Education Administration

SPB 6946 Practicum in Athletic Administration

**SPM 5206 Ethics and Issues Sports*

**SPM 5308 Marketing and Promotions*

**SPM 6106 Sport Facility and Risk Management*

Undergraduate Courses

PEO 2031 Teaching Individual and Dual Sports (now PET 3820)

PET 3462 Sport Marketing

PET 3474 Special Topics in Sport: Sport and Popular Culture

PET 4464 Sport Finance

PET 4476 Sport Law

**SPM 3044 Sport Governance/Governance and NCAA Compliance*

**SPM 3104 Facility Management*

SPM 3306 (PET 3493) Issues in Sport

SPM 3948 (PET 3948) Sport Management Practicum

SPM 4941 (PET 4941) Sport Management Internship

Troy University, Southeast Region (2005)

Graduate Courses

SFM 6616 Sport Finance

SFM 6640 Sport & Fitness Marketing

Troy University (2002-2006)

Undergraduate Courses

HPR 2251 Foundations of Physical Education & Health

HPR 3355 Introduction to Sport & Fitness Management

**HPR 4430 Sport and Fitness Marketing*

**HPR 4435 Current Issues in Sport and Fitness Management*

HPR 4440 Administration of Sport, Recreation & Athletic Training

**HPR 4443 Governing Agencies*

**HPR 4451 Sport Finance and Business*

HPR 4453 Legal Issues in Sport & Fitness Management

Graduate Courses

SFM 6610 Physical Education, Sport, and the Law

SFM 6615 Sport Administration

SFM 6616 Sport Finance

SFM 6632 Critical Issues in Sport and Fitness Management, Health & Physical Education

SFM 6640 Sport & Fitness Marketing

Webber International University (2001-2002)

Undergraduate Courses

SMT 170 Field Experiences

SMT 260 Ethics and Issues

SMT 340 Sports Promotion

SMT 390 Sport Law

SMT 440 Facilities & Event Management

Graduate Course

**MBA 671 Legal & Political Aspects of Sport*

Florida State University (1999-2001)

Undergraduate Courses

PET 4491 Sport Law

**PET 4930 Sport Finance*

Troy State University (1998)

Undergraduate Courses

HPR 1103 Bowling

HPR 1104 Golf

HPR 1141 Jogging

HPR 1142 Weight Training

HPR 2204 Intermediate Golf

HPR 2241 Intermediate Jogging

HPR 2242 Intermediate Weight Training



NEW COURSES DEVELOPED/ORIGINAL INSTRUCTOR AT UNF

Undergraduate Courses (With Course Descriptions)

SPM 3044 Sport Governance

- Students will learn the structure and function of the various sport organizations. There will be significant focus on the National Collegiate Athletic Association (NCAA) that is the biggest governing body in collegiate athletics. This course challenges students to integrate management theory with governance and policy development practices. Case studies are incorporated so that students are able to utilize the concepts taught in the course.

SPM 3104 Facility Management

- This course was designed to provide students the fundamental skills of sport facility management. Students will benefit from the real-world examples and detailed assessment of the various facility management issues. Some of the facility management issues covered are facility design, facility planning, event administration, marketing and sales, security planning, and risk management.

Graduate Courses (With Course Descriptions)

SPM 5206 Ethics and Issues Sports

- The purpose of this course is to promote critical evaluation of contemporary issues impacting the sport industry, as well as to encourage deeper thinking in regards to analyzing ethical concepts and applications associated with sport, and personal application. Through detailed examination of one's philosophy, clarifying values and refining personal, social, and ethical reasoning as associated with contemporary issues of interest, this course addresses matters within sport settings that may affect sport stakeholders and society.

SPM 5308 Marketing and Promotions

- This course was designed to provide students an in-depth examination of the sport marketing mix of product, price, place, promotion, and well as sport marketing strategy and sport marketing research. Students will engage in advanced work in sport marketing and consumer behavior to develop a more rich understanding of how sport organizations generate revenue through sport marketing strategy and research. Students will apply fundamental sport marketing concepts through clinical experiences in the sport industry.

SPM 6106 Sport Facility and Risk Management

- This course provides students a comprehensive knowledge base of sport facility and human resource management. Students will develop an understanding of proper facility planning, construction and utilization, risk management, event administration, house and grounds management, systems management, marketing, finance and personnel issues related to sport facility management. Contemporary issues in sport facility management will be examined as well as the growing responsibilities and risks assumed by those working in sport management. Case study analysis and sport facility visits will be important teaching methodologies for this course.
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OTHER CURRICULAR DEVELOPMENT

During my professional academic endeavors, I have been fortunate to be involved in various curricular development initiatives. I have diverse experience in developing strong programs, including curricular development and refinement, advancement toward program accreditation, working with external professional organizations. I have maintained involvement in various professional organizations, as well as a strong level of professional involvement connection in the sport community in which I live and beyond. A sampling of notable curricular development involvement includes:

- ***University of North Florida.*** At UNF, I have been heavily involved in developing a thriving program. I came to UNF to help start the Sport Management program. The program started with approximately 40 students (a carryover from the previous Sport Leadership program) and, to date, the program has more than 300 students and is the largest program in the college. During this time we have developed new coursework, revamped existing coursework, restructured field experience (practica and internship) initiatives, broadened the program's professional contacts, and spearheaded the efforts toward attaining program accreditation through the Commission on Sport Management Accreditation (COSMA). Additionally, I have assisted in the development of Sport Management graduate courses and programs (Athletic Administration, MBA—Sport Management, and the newly developed online Sport Management Certificate). We are currently in the process of developing a new stand-alone MS in Sport Management. Furthermore, I am proficient in online and hybrid/blended instruction and have received training through numerous university-based Online Learning Consortium (formerly Sloan-C) and Quality Matters programs.
- ***Troy University.*** At Troy, I was able to teach and develop various new courses and aided in the development and refinement of courses in the Sport & Fitness Management (undergraduate and graduate) programs. I also started at the genesis of the Sport Management concentration of the Sport & Fitness Management Master's program at the Troy University—Southeast Region in Columbus, GA. I also worked toward preparation for compliance with NASPE-NASSM program approval standards.
- ***Webber International University.*** At Webber International University, I was involved at the genesis of the MBA-Sport Management Program, where I taught the inaugural MBA—Sport Management course (MBA 671 Legal & Political Aspects of Sport).