

*Official Newsletter of the Department of Sport Management*

## Tentative Summer Class Schedule Announced

Both bachelor's and master's students will have a wide range of summer sport management classes from which to choose, based on the tentative course schedule submitted to the registrar. The schedule feature eight 500 to 700-level classes—

A group of four WSU Sport Management students participated in the 2012 National Sport Forum Case Cup Competition during the last weekend in January in Oklahoma City, Okla.

The NSF Case Cup Competition, in its sixth year, is a prestigious invitational contest held in conjunction with the National Sports Forum conference.

Wichita State was one of just eight institutions selected for the event, and it marked the first year WSU was represented in the competition. The team of four graduate students consisted of Ashley Byers, Alex Johnson, Tim Lauderdale and Brittany Price.

This year's case was focused on increasing awareness and relevance for specific NCAA Championships with strong growth potential. Student teams were asked to select at least one sport and substantially increase the excitement for fans, surrounding communities, attendees and TV viewers of the selected NCAA Championship.

Students were required to support each of their championship's business, operational, marketing and sponsorship recommendations with appropriate qualitative and quantitative information to prove the projected impact of their ideas. Teams had exactly 24 hours to draft a response to the case and prepare a 20-minute presentation with a panel of judges made up of sports industry professionals and academic experts.

While WSU did not win the Case Cup championship, post-presentation feedback from the judges indicated the team was among the best in the competition. The WSU students were commended on their research skills and overall sport marketing savvy.

## 8th Annual SMSA Career Fair

The Sport Management Student Association is holding its eighth annual career fair. It will be held in the Heskett Center Lobby on Feb. 28 from 10:00 am to 12:00 pm.

Last year included organizations such as KCAC, Greater Wichita Sports Commission, Wichita Thunder, Wichita Wingnuts, and Wichita State Athletics. This is a great opportunity for students to learn about internships, co-op positions, volunteer opportunities, and full-time employment.

Students planning to attend should dress business casual and bring a copy of their resume.



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## Q&A with David Moses

David Moses teaches Legal Issues in the Profession at Wichita State University. He is also an attorney in the Wichita area. David was able to take a few moments of his time to answer some questions.

Managing Shareholder, attorney for Case, Moses, Zimmerman & Martin, P.A.

Life long resident of Wichita, wife graduated from WSU with bachelor's and master's degree, long time season ticket holder, booster and donor, lecturer in Sport Management program since around 2005.

Help guide students as they become professional ethical sport managers.

Learning never ends.

First wanted to become a lawyer when 9 years old. Lets me try to make a difference and help people.

