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Meet Our Bears

Dr. Jeffrey Petersen
Professor & Sport Management Program Director

Dr. Petersen has served as the Sport Management Program Director at Baylor since 2009 and served as the Department of Education Interim Chair from 2019 to 2022. He has a wealth of Sport Management leadership and teaching at the collegiate level and has also served as a teacher, coach, athletic director, and district chair at the high school level. Along with his passion to help students, Dr. Petersen is an active researcher, having published work in more than 75 peer-reviewed journals and having more than 175 refereed presentations at state, national, and international conferences. Additionally, he published his first textbook, *Facility and Event Management: Applications in Sport*, along with his co-authors, Dr. Lawrence Judge and Dr. John Miller in 2017.

Dr. Marshall Magnusen
Associate Professor

Dr. Magnusen has served as a professor for the Sport Management Program since 2011 and was promoted to Associate Professor in 2017 after an impressive showing of peer-reviewed scholarship marked by high quality and growing visibility. To date, he has published over 50 peer-reviewed articles and several book chapters and has made over 50 presentations at national and international conferences. In addition to his role as Associate Professor, he is currently the Editor of the *Journal of Applied Sport Management*, an editorial board member for the *Journal of Amateur Sport* and the *Journal of Global Sport Management*, and was the former President of the Applied Sport Management Association (ASMA).

New Students in 2022

Emma Burnside - Baylor University
Cannon Campbell - Rochester University
Destry Carrasquillo - Kennesaw State University
Dawson Drake - Indiana University
Michael Foy - Baylor University
Danielle Friedrich - St. Mary's College
Jacob Gall - University at Buffalo
Max Goetcheus - Valparaiso University
Ty Helton - Baylor University
Gordon Hoffman - Baylor University
Moorea Long - Baylor University
Zachary Lundgren - Baylor University
John Mayers - Baylor University
Chidi Ogbonnaya - Baylor University
Jaden Owens - Baylor University
Shiv Patel - Baylor University
Isaac Power - Baylor University
Mia Robertson - Baylor University
Brayden Utley - Baylor University
2022-23 Graduate Assistant Positions

Caitlin Bickle - BU Marketing & Fan Engagement*
Emma Burnside - American Football Coaches Association
Cannon Campbell - BU Men's Basketball / SPM Research & Program Support
Destry Carrasquillo - BU Fan Engagement
Dawson Drake - BU Football Equipment
Samuel Esparza - ClubCorp McLane Stadium
Michael Foy - American Football Coaches Association
Danielle Friedrich - BU Ticket Office
Jacob Gall - BU Football Equipment
Max Goetcheus - BU Event & Facility Management
Ty Helton - Baylor Bear Foundation
Gordon Hoffman - BU Men's Basketball
Jackson Kimble - BU Football Student Assistant Coach*

Dylan Korte - BU Campus Recreation
Moorea Long - Baylor Bear Sports Properties - Learfield IMG
Zachary Lundgren - BU Campus Recreation
John Mayers - BU Facility & Event Management*
Grant Miller - BU Football Equipment*
Derek Page - BU Fan Engagement
Shiv Patel - BU Men's Basketball
Mia Robertson - MCC Athletics & Marketing
AJ Tademy - BU Applied Sport Performance*
Tyler Thomas - Baylor Bear Sports Properties - Learfield IMG*
Collin Toner - BU Compliance
Jennifer Wandt - Trelleborgs Soccer Club - Sweden*

*Denotes internship opportunity

ASMA Research Fellow 2022

Dr. Marshall Magnusen received the Research Fellow Award from the Applied Sport Management Association (ASMA). ASMA is a scholarly organization that aims to build research partnerships between scholars studying sport — both faculty and students — and practitioners working in the sport industry. The award recognizes “scholars who have demonstrated a commitment to ASMA and its vision, as well as distinction in sport management research,” along with scholarly contributions to the conference and the official journal, the Journal of Applied Sport Management. Dr. Magnusen received the award at the 2022 ASMA Conference in Indianapolis.
In 2010, Kelsey Bannister graduated from the Sport Management program at Baylor University. Only twelve years later, and after working for multiple professional sports organizations, Kelsey now finds herself as the Vice President of Premium Sales and Service with the Milwaukee Bucks and on the fast track to becoming the President of an NBA franchise.

Influenced by the campus, academics, and culture as a whole, Kelsey chose to attend Baylor on a volleyball scholarship in 2005 but originally didn’t understand the professional side of sports until she joined the Sport Management program. She credits the SPM program with opening her eyes to the business side of sports and helping her discover a path that she previously didn’t even know existed. One she has clearly excelled in.

Upon graduation from BU, Kelsey began work as an Event Operations Intern for the Houston Rockets, a role she was chosen for from an applicant pool of over 900 candidates. After working in the facility and operations side, she transitioned to sales and was quickly promoted to Premium Account Manager, a role she held for nearly five years.

After her time in Houston, Kelsey transitioned to Kroenke Sports and Entertainment, where she worked with the Denver Nuggets, Colorado Avalanche, Colorado Rapids, and Colorado Mammoth organizations on her way to becoming the VP of Premium Client Services.

Fast forwarding to the present, Kelsey accepted her role as VP of Premium Sales and Service for the Milwaukee Bucks in August 2021. In her current role, she oversees all of the premium spaces at the Fiserv Forum including suites, lofts, courtside seats, and more for the Milwaukee Bucks, Marquette basketball, concerts, and family shows held in their arena. She enjoys that there is so much going on at Fiserv Forum and in the Deer District and loves the challenge of changing up their strategies for all of the different events that they hold.

One of her greatest pieces of advice for students and young professionals is one she remembers Dr. Petersen really emphasizing during her time in the SPM program. That advice is to network early and often, and she strongly encourages students to reach out to Baylor alums, who are often very happy to help their fellow Bears. She also recommends not being afraid to move, both geographically and in your specific role. Just because you start in one area, doesn’t mean you have to stay there. Sometimes getting your foot in the door is the best thing you can do.

In terms of Kelsey’s plans for the future, her dream job is to be the President of an NBA franchise, like the Milwaukee Bucks. Aside from this goal, which seems very promising based on her current career progression, Kelsey also has some interest in exploring the potential of being involved in a leadership position for an international sport organization. We are extremely proud of Kelsey and grateful for her continued connection to the SPM program.
Tracking Our Bears

Aditya Malhotra, 2015
Moving From:
Director of Basketball Operations,
Baylor University
Moving To:
Director of Amateur Scouting,
Phoenix Suns

Javaria Neumon, 2022
Moving From:
SPM Research and Program Support Graduate Assistant,
Baylor University
Moving To:
Director of Fan Engagement & Head Cheer Coach,
St. Edward’s University

Sarah Edmondson, 2020
Moving From:
Assistant Director, Ticket Operations,
University of Arizona
Moving To:
Director, Ticket Operations,
Baylor University

Rob Sender, 2010
Moving From:
Senior Manager, Brand Content,
Keurig Dr Pepper Inc.
Moving To:
Director of Brand & Marketing,
Dallas Cowboys

Ally Wilker, 2014
Moving From:
Manager, Corporate Partnership Marketing,
Dallas Cowboys
Moving To:
Assistant to the Sr. VP Corporate Partnerships,
Dallas Cowboys

Will Quinn, 2020
Moving From:
Manager, Business Development,
Learfield
Moving To:
Manager, Business Development,
Northwestern Sports Properties

Terrel Bernard, 2021
Moving From:
Football Equipment Internship,
Baylor University
Moving To:
Linebacker,
Buffalo Bills

Gianna Esparza, 2022
Moving From:
Ticket Operations Graduate Assistant,
Baylor University
Moving To:
Event Coordinator at Henry B. Gonzalez Convention Center,
City of San Antonio
This year, two Baylor Sport Management students presented their research at the Applied Sport Management Association (ASMA) conference held at Lucas Oil Stadium in Indianapolis. Garret Sulak gave an oral presentation presenting his findings on the Field of Dreams, while Derek Page had a poster presentation to present his research on the very unique par 3 at TPC Scottsdale on the PGA Tour. Both students were fully funded by the Graduate School Travel Award, the School of Educational Leadership Award, and the Department of Educational Leadership Fund.

Two Baylor Sport Management students also presented their research at the 2022 College Sport Research Institute (CSRI) conference. AJ Tademy and Jeff Lee made the trip to Columbia, SC and presented their findings on the effect of stadium expenditures on Power 5 football recruiting rankings. Their travel and expenses were also fully funded through Baylor University.
2021-2022 Presentations


*Sulak, G.*, & Petersen, J. C. (2022, February). If you build it... Making and marketing MLB’s real Field of Dreams. Applied Sport Management Association Conference, Indianapolis, IN.


*Denotes student author


Taking on the NCAA

While not everything one learns in college seems immediately applicable to their future, the courses in the SPM program are meant to provide students with knowledge in a number of pertinent areas within the sport industry and equip them with the tools to be leaders in sport. One direct application and example of this fact can be seen as Shanel Bramschreiber, a recent Sport Management graduate, takes on the NCAA. What began as a Sport Governance project, Shanel has now started a petition to eliminate NCAA bylaws under section 12.3 regarding the use of agents for all sports. While men’s basketball, men’s ice hockey, and baseball players are currently allowed to sign with agents and retain their eligibility, Shanel is trying to open the same door for all other intercollegiate sports. These bylaws have personally affected Shanel by denying 50% of her final year of eligibility for exploring professional opportunities, and she has been able to directly apply the concepts from the Sport Governance class in her policy grievance against the NCAA.
Thank You to Our SPM Program Partners!

Connect With Us

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Baylor University Sport Management Master's Program

http://www.baylor.edu/soe/edl/sportmgmt

The Sport Management program wants to reconnect with program alumni to celebrate your success and expand the network available for our graduates. Please send your contact information and any other career details including your year of graduation to Cannon Campbell at cannon_campbell1@baylor.edu.