



University of South Florida  
Muma College of Business  
**Vinik Sport and  
Entertainment  
Management Program**

Information Packet



**Tampa  
is our  
classroom**



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# WHAT IS VSEM?



## OUR FOUNDER



### BILL SUTTON

*Founder/ Director Emeritus*

William Sutton, the founder and director emeritus of the Vinik Sport & Entertainment Management program, developed the program in 2012 through a partnership with the Tampa Bay Lightning. Sutton believes the program, which awards an MBA and a masters degree in sport and entertainment management, excelled as fast as it has because of its close collaboration with the Tampa Bay Lightning and having the support of many other community partners.

"If you're going to have a program in a place like Tampa Bay, you need to capitalize on being in Tampa Bay. And that's what this program is able to do," Sutton said. "We're able to do all the different things that are part of the community and make it part of our curriculum, make it part of our program and provide these opportunities for our students."

Now retired from full-time teaching, Sutton is a consultant whose firm specializes in strategic marketing and revenue enhancement in the sport and entertainment industries. He remains involved in the program, serving as a mentor to faculty and students alike.

## OUR VISION

**To be the revered sport and entertainment business program in the world, where students pursue their dreams and where organizations recruit our talent and seek out transformative solutions.**

## OUR MISSION

**The Vinik Sport and Entertainment Management program leverages relationships, analytics, and innovation to advance student success, produce scholarship with impact, foster an inclusive environment, and generate transformative solutions collectively with our stakeholders.**

# 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 Esports: The Wild Wild West on Fire*. Harrolle has conducted consumer behavior and economic impact studies research projects for numerous sport and entertainment organizations across the world including the Baltimore Ravens, 1Huddle, Tampa Bay Lightning, Valspar Championship, New York Yankees Spring Training, FELD Entertainment, Women's Tennis Association, Arena Football League, and Tampa Bay Buccaneers, just to name a few. Currently, Harrolle serves as president of WISE 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 2021 North American Society for Sport Management Research Fellow and a founding 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 Esports: The Wild Wild West on 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 WISE Tampa Bay to assess career progression of members and has partnered with the Tampa Bay Lightning to create the Lightning Leadership Line, a personal and professional development initiative.

## GREG 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, or 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*.

# FAST FACTS



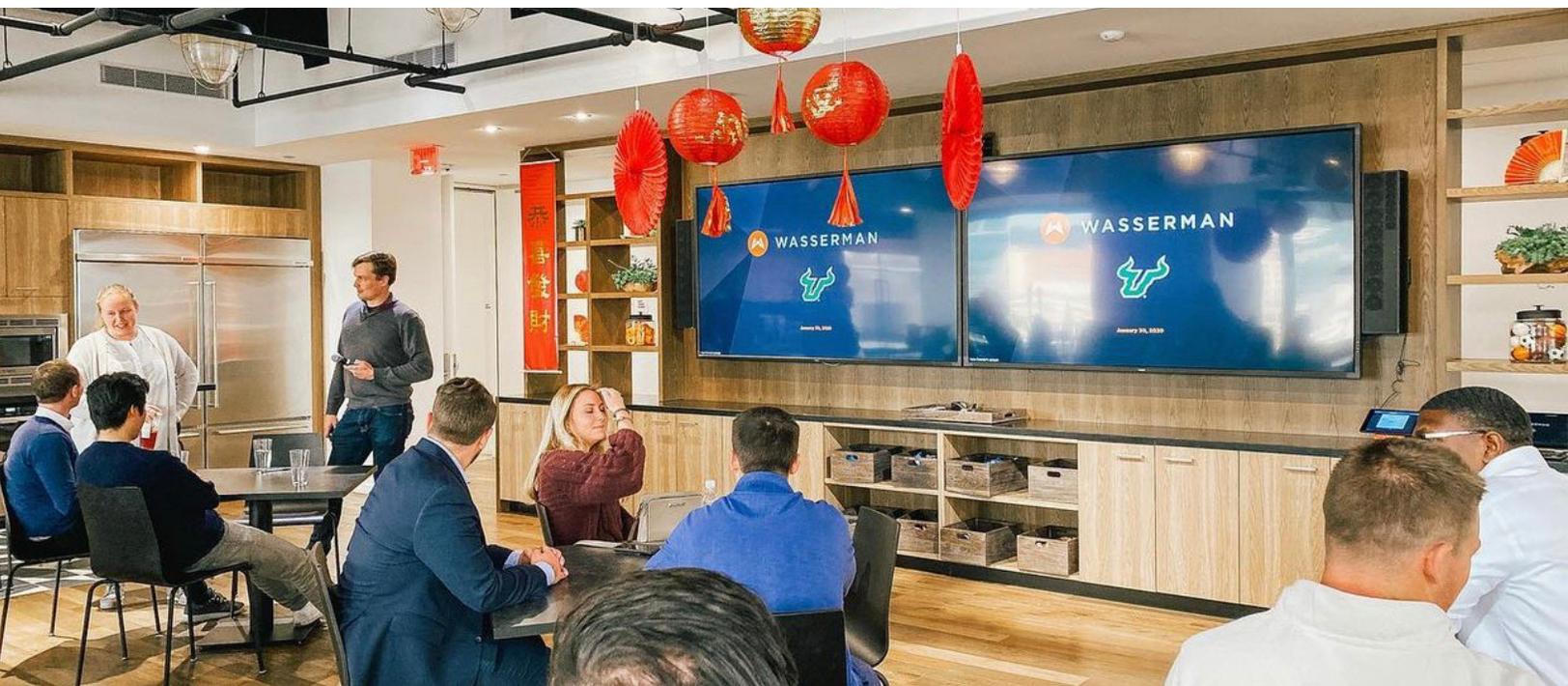
Post-Graduate Sports Management Program **in the world** according to *SportBusiness International* (2021)



Fellowship placement & Job placement\*



Students travel together as a cohort to sport and entertainment venues in the United States, gaining first-hand insight into venue and team operations. They also travel overseas to participate in workshops and visit venues in other nations.



Students visit Wasserman Media Group during a trip to Los Angeles, California.

\*Job Placement rate is 98%

# 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 Strategy (MBA/MS)  
Sport & Entertainment Law (MBA/MS)  
Sport Business Analytics (MBA/MS)  
Global Environment of Sport (MBA/MS)

### *Summer Semester*

Internship in Sport & Entertainment Management I (MBA)  
Integrated Business Applications (MBA)

## SECOND YEAR

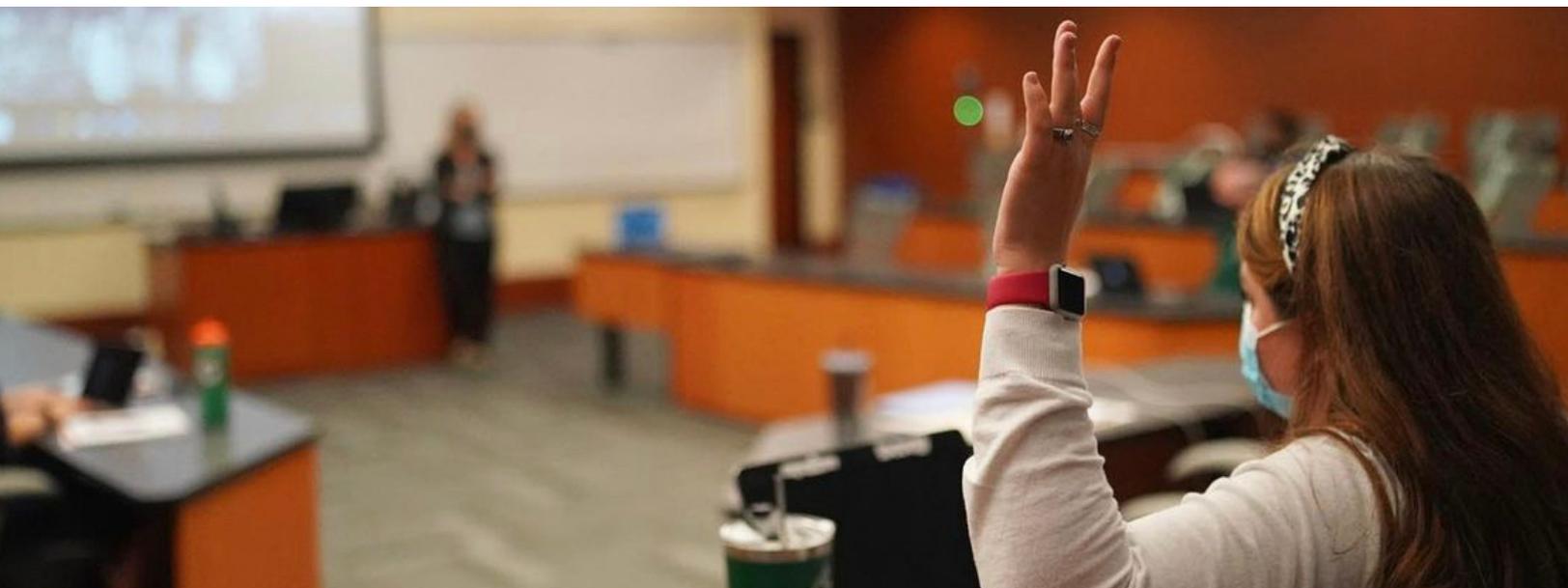
### *Fall Semester*

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. In addition to coursework, students gain real-world experience working with our partners during their second year with our fellowship program.



# FELLOWSHIP PROGRAM



## WHAT IS IT

Different from other MBA graduate programs in sport and entertainment, our fellowship program serves as a co-op program for graduate students in their second year of study. Students attend classes two days per week and work three days per week for one of our sport or entertainment partners in the greater Tampa Bay area. This multifaceted program immerses students in a professional setting, where they can learn and grow while developing professionally.

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



# THE VINIK SPORT AND ENTERTAINMENT PROGRAM GOES BEYOND THE CLASSROOM



We emphasize both professional and personal development. We believe in order to succeed professionally, one must also emphasize the importance of personal growth.

## Power Placement



Power Placement, an active learning professional and personal development program, was created to assist students with professionalism, preparation for the workforce, and personal branding. Topics include communication skills, diversity, equity and inclusion training, networking skills, gratitude, storytelling, interview skills, and social media.

## Overall Health

At VSEM we emphasize overall wellbeing of our program. We understand you cannot succeed unless you are healthy. For this reason, we prioritize both physical and mental health.



## Mentor Programs



From the beginning, students in our program are paired with faculty advisors, peer mentors, and alumni/professional mentors. These mentors help students assimilate into the MBA program and help them navigate their professional careers.



# EVENTS



## Sport and Entertainment Analytics Conference

The Sport & Entertainment Analytics Conference is continuing to gain prestige in the emerging world of analytics and creativity as it relates to sports and entertainment. Guest speakers, from around the world, present on the cutting edge of data collection and analysis and devising ways to improve customer/client/fan experiences. The conference provides a platform for students and industry professionals to discuss the important role of analytics in the global sport and entertainment industries. Leaders in the industry share valuable insights that promote education, business growth, and analytics innovation.

## Esports Summit

The Esports Summit is an event for anyone interested in or currently doing business in the esports industry. Each year our program features keynote presentations and discussions with top esports industry leaders and experts. Per Newzoo, the global games market is expected to exceed \$200 billion by the end of 2023, representing 7.3% compound annual growth rate. Global esports viewership is expected to hit 920.3 million worldwide in 2024. As a progressing industry in the sports world, we emphasize the education and exposure to esports.



Image capture at the 2019 Esports Summit

# OUR OPPORTUNITIES STRETCH BEYOND INTERNATIONAL WATERS



## LONDON, ENGLAND



## MADRID, SPAIN



# 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:



**KIM CROOM**

*Director, FSOP Customer Management, Coca-Cola Beverages Florida*



**PHILICIA DOUGLAS**

*Director of Sales, New Orleans Pelicans*



**TRAVIS PELLYMOUNTER**

*Vice President, Ticket Sales and Service, Tampa Bay Lightning*



**DEREK WATFORD**

*Co-founder, High Point Gamer*



**JESSICA WORLEY**

*Senior Director, Brand Partnerships & Strategy, Jack Morton Worldwide*

## ALUMNI CONNECTIONS

Being a member of the Vinik Sport and Entertainment Management family means you have access to the resources the program provides beyond graduation. 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 they year ensure the connection with our alumni remains current.



# WHAT OUR ALUMNI ARE SAYING



## TESTIMONIALS

"The USF VSEM program is an absolute game changer for young professionals looking to dive head first into sports and entertainment. You are plucked out of a classroom to work side by side with some of the best in the business, all while gaining invaluable experiences and driving incredible relationships in the industry."



**Ash Ainbinder, '16**

*Director, Business Development- Sports, CLEAR  
2021 Sport Business Journal New Voices Under 30*

When I think back on my time in the VSEM program, two key elements rise to the surface: longstanding relationships and unparalleled experiences. Each cohort represents a rich tapestry of perspectives and backgrounds, intertwined with a desire to succeed and develop. If you invest in the relationships the program provides you with, you will not only leave with two master's degrees, but also authentic friendships based on a shared journey. It is these relationships that



**James Swanston, '17**

*Fan Experience Lead- Arsenal F.C.*

really mean the most to me looking back on time in the program and have undoubtedly positively impacted my career since I graduated. For example, during the recruitment process for my present role at Arsenal F.C., I reached out to some former classmates who helped me shape my final presentation. I am sure this VSEM factor proved to be the differentiator in the process.

# HOW TO APPLY



## WHAT YOU NEED

The following is required in order to apply to our program:

- **Current Resume/CV**
- **Statement of purpose**
- **3 Letters of recommendation**
- **GMAT/GRE scores** (or appropriate waiver)
- **Transcripts from every undergraduate institution you have attended**
- **Supplemental video**
  - Discuss your background (school/work experience), your career goals and why VSEM is the program to help you achieve those goals. We encourage students to be creative, as this is our first opportunity to learn about you.
- **For international students whose first language is not English**
  - TOEFL score must also be submitted





## Stay connected!



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Have more questions? Let us know! Send us an email:  
[bsn-viniksem@mail.usf.edu](mailto:bsn-viniksem@mail.usf.edu)



*Scan this QR code  
for easy access to  
program links!*