

SPORT MANAGEMENT

Sports Executive in Residence



Cynt Marshall is the Nido R. Qubein School of Communication, Sports Executive in Residence. In this role, Marshall helps students understand how to navigate complex organizational

situations and how to use communication to bring people together.

Marshall has been CEO of the Dallas Mavericks since March 2018. Before joining the professional basketball franchise, Marshall served in leadership roles at AT&T, including senior vice president of human resources and chief diversity officer. In 2010, Marshall became the first African American chair of the North Carolina state chamber, and in 2013, Marshall received the prestigious Leadership North Carolina Governor's Award for her efforts relative to education.

Our Values

HPU's Sport Management program is where hard work meets success and students cease being fans and transform into leaders. Like elite athletes, our students pride themselves on taking ownership of their development, going above the ordinary, and seeking out challenges. With passionate and dedicated faculty to support their growth, our students thrive under pressure and learn to compete in everything they do.

The Playbook

Stop watching from the sidelines and become a leader in one of the world's biggest industries. Join HPU's Sport Management Program to transform your passion for sports into a fulfilling career. Our curriculum is designed to expose students to all facets of the sports world, with an emphasis on developing critical leaders in an ever-changing global industry. Classes offer a unique blend of management, leadership, professional development and sport sociology education, creating the perfect environment to foster skill development, critical thinking and innovation. We combine foundational classroom education with real-world opportunities and problems, and we pride ourselves on training the next generation of sport management professionals in an inclusive environment designed to stimulate passion, success and growth.



The Club

HPU's Sport Management Association consists of a small group of motivated students seeking to enhance and transform their undergraduate Sport Management experience. Members of this exclusive group are provided extracurricular opportunities to learn skills that will aid them in their future careers, network with industry professionals, and stand out from their peers.

Our Internships

- Atlantic Coast Conference
- Baltimore Ravens
- Boston Cannons
- Carolina Thunderbirds
- Duke University Athletics
- Durham Bulls
- Genesco Sports Enterprises
- Greensboro Grasshoppers
- IMG College
- IMG Sports Marketing at Wake Forest
- Madison Square Garden
- National Basketball Association (NBA)
- Philadelphia Soul
- Under Armour
- USA Baseball
- USA Track and Field
- Vanderbilt University Athletics
- Washington Football Team
- Winston-Salem Dash

SPORT MANAGEMENT

Where are our alumni?

- Adidas
- Auburn University
- Baltimore Ravens
- Charlotte Hornets
- Duke University Athletics
- Genesco Sports Enterprises
- Hendrick Motorsports
- Miami Marlins
- Mount Saint Mary's University Athletics
- Muddy Creek Motorsports
- National Basketball Association (NBA)
- New Jersey Devils
- New York Yankees
- Octagon
- Ohio State University Athletics
- Orlando Magic
- Philadelphia Union
- Pittsburgh Pirates
- San Diego Padres
- San Jose Earthquakes Soccer
- Tampa Bay Rays
- University of Michigan Athletics
- University of South Florida Athletics
- Washington Nationals
- Women's National Basketball Association (WNBA)

Graduate schools

- Clemson University
- DePaul University
- East Carolina University
- Florida State University
- Georgetown University
- Howard School of Law
- Indiana University
- Marquette University
- Texas A&M University
- St. Thomas University
- University of Florida
- University of South Carolina
- University of Tennessee
- Vanderbilt University



Mikaela Campbell, '18, interned with organizations like USA Track and Field, Under Armour and IMG College before earning a job with the National Basketball Association (NBA) upon graduation.

Faculty spotlights

Dr. Jenny Lukow

Dr. Lukow is the Chair of the Sport, Event, and Hospitality Management Department and has been a member of the faculty at HPU since 2006. She received her Ph.D. from Indiana University, Bloomington in 2001 and has taught such courses as Sport Sociology, Sport Marketing, Sport Law, Gender Issues in Sport and Senior Seminar in Sport Management throughout the past several years.

Dr. Arden Anderson

Dr. Anderson is an Assistant Professor of Sport Management where she currently teaches Introduction to Sport Management, Professional Development in Sport Management, Gender Issues in Sport, and Sport in Society. She received her Ph.D. from Texas A&M University and played Division I volleyball at Wofford College. She brings her experience as an elite athlete to the classroom along with her current research which examines how athletic team environments impact individual identity and well-being.

Dr. Tim Koba

Dr. Koba is an Assistant Professor of Sport Management where he currently teaches Organizational Behavior, Strategic Management, Sport Finance and Sport and Society. Prior to earning his doctoral degree from the University of South Carolina, Dr. Koba worked in the areas of sport medicine, fitness and entrepreneurship. He brings to the classroom these past experiences along with his current research on financial management in the sport sector and private equity funding of sport entrepreneurs.

Meet Alana

Hometown: Quincy, Mass.

Major: Sport Management

Minor: Event Management and Sales

Clubs/Involvement: Sport Management Association, Kappa Delta, Student Government, Admissions Ambassadors, and First Year Navigators

Why I chose HPU: "When visiting HPU it instantly felt like home. I also knew that by coming here I would be in an environment that would provide me with all of the skills necessary to succeed."



For more information about HPU's Sport Management Program, contact: