Partnership with Temple Athletics getting grad students “real-world ready”

For Jakub Valdner, a typical day in the sports industry doesn’t exist. By day, he works in Temple University’s Athletic Department as a graduate extern, assisting with marketing and operations for Temple’s football and men’s and women’s basketball teams. By evening, Valdner is a first-year graduate student at Temple University’s School of Tourism and Hospitality Management.

Although only five months into the two-year program, Valdner — who is pursuing a Master’s of Science in Sport Business degree — is proud of the “real-world” experience he’s receiving through STHM’s partnership with Temple Athletics.

“This allows students to apply what they’ve learned in the classroom into a real-work environment,” said Valdner, a 22-year-old native of Bratislava, Slovakia. “After graduation, I want to do what I am doing now.”

The hands-on experience offered to students at the graduate level is what makes the program attractive to the top students, said Dr. Jeremy Jordan, STHM Associate Professor and Director of Temple’s Sport Industry Research Center (SIRC).

This experiential learning opportunity with Temple Athletics has enabled STHM to recruit specific graduate students in accordance with available externship positions. Athletic externs hold positions within operations, marketing and promotions, equipment operations, tickets, communications, compliance and media relations. From seven to 15 graduate students per academic year are able to work as externs while studying toward their Master’s degrees.

The idea of the partnership was developed by Jordan, with the assistance of Michael Usino, STHM’s Manager of Marketing and Enrollment Management; James Alton, STHM’s Manager of Graduate Student Services; Joseph Mahan, STHM Assistant Professor and Director of Programs in Sport and Recreation Management; and Patrick Kraft, Deputy Director of Temple Athletics.

The program, Jordan said, will enable STHM’s graduate students to become future industry...