

Curriculum Vitae

Emily M Must

Senior Lecturer II & Director of Internships

Mark H. McCormack Department of Sport Management Sport Management

MBA Core Faculty

Isenberg School of Management, University of Massachusetts

E-mail: emust@isenberg.umass.edu

July 1, 2026

Education

Ph.D. (ABD), Sport Administration, University of Northern Colorado, Greeley, CO

- Coursework Completed: 2017
- Major: Sport Administration
- Minor: Applied Statistics and Research Methods
- Dissertation: Assessing social impacts of subsidized professional sports stadiums

M.S., Sport Management Barry University, Miami Shores, FL.

- Major: Sport Management
- Concentration: Business Administration
- Thesis: The Miami Marlins: Perceptions of a Publicly Financed Stadium an Analysis of Perceived Intangible Benefits

B.S., Exercise Science, Barry University, Miami Shores, FL.

- Major: Exercise Science
- National Association of Sport and Physical Education (NASPE) Major of the Year
- St. Catherine's Award Recipient
- Resident Assistant for Residential Life Hall of the Year

Research Interests

- Student Engagement and Connection
- Student Focused Personal and Professional Development
- Social Capital: Measurement, Analysis, and Application
- Sport-Anchored Urban Redevelopment & Impact Analysis
- Sport Analytics and Big Data Privacy and Legal Implications
- Sport Economics, Finance, and Public Policy
- Corporate Social Responsibility and Sport for Development

Teaching Areas

- Experiential Learning and Design Thinking
- Revenue Innovation and Sport Sales Strategy
- Introduction to Sport Management
- Finance for Sport Managers
- Law for Sport, Recreation, Exercise, Health, and Coaching Managers
- Marketing Strategy
- Sport Governance, Policy and Administration: Management and Leadership
- Personal Finance

Teaching Experience at the University of Massachusetts – Amherst

Instructor of Record *University of Massachusetts, Amherst, MA, Isenberg School of Management*

- | | |
|---|--------------|
| • SPORT MGT – 593B Sport Sales and Promotion | 2025-Present |
| • SCH-MGT – 698 MBA Consulting Practicum | 2024-Present |
| • SPORT MGT – 495/595 Sport Sales Strategy | 2022-Present |
| • SCH-MGT – 660 Marketing Strategy Hybrid MBA | 2021-Present |
| • SCH-MGT – 660 Marketing Strategy Online MBA | 2021-Present |
| • SCH-MGT – 660 Marketing Strategy | 2018-Present |
| • SPORTMGT – 335 Sport Law | 2016-Present |
| • SCH-MGT – 210 Introduction to Sport Management | 2020-2024 |
| • SCH-MGT – 197 – Personal Finance | 2019-2023 |
| • SPORTMGT – 494PI Sport Policy | 2018-2025 |
| • SPORTMGT – 300 Sport Leadership | 2020-2020 |
| • SPORTMGT – 424 Sport Finance and Business | 2016-2019 |
| • SPORTMGT – 694 Sport Analytics | 2018-2018 |

Instructor of Record for *University Partnerships*

- | | |
|---|---------------|
| • Global Institute of Sport Business - Mumbi | 2019-Present |
| ○ Created and delivered custom content on sport law, sport policy, sport innovation. | |
| • J-League Executive Education- Tokyo | 2019-Present |
| ○ Created and delivered custom content on sport sales, service, revenue innovation. | |
| • McCormack Sport Leadership High School Summer Program | 2017- Present |
| ○ Created and delivered custom content on sport law, sport policy, sport sales, sport careers, personal and professional development. | |
| • SimpliLearn Online Bootcamps | 2018-2021 |
| ○ Created and delivered custom content on design thinking and digital marketing. | |

MBA Core Faculty Member

- | | |
|---|--------------|
| • Marketing Strategy – AACSB Syllabus and Assurance of Learning Coordination | 2019-2020 |
| ○ Created a multidiscipline case study to use Marketing Strategy as an AoL checkpoint | |
| ○ Coordinated its distribution across all sections and modes. | |
| • Integrated Practicum Faculty Member | 2018-2022 |
| ○ Helped to advise students on applied marketing topic for their local business consulting projects, integrated topics into class, host group meetings, attend midterm and final presentations. | |
| • Integrated Practicum Faculty Lead | 2023-Current |
| ○ Source approximately 8 local business projects, meeting with clients on-site, create project scopes, assign teams, and coordinating faculty. | |
| ○ Transition the practicum to its own course, sourcing, scoping, and advising all projects, coordination of all logistics related to kick-off and final presentations. | |

Director of Internships

University of Massachusetts – Amherst	2018-Present
---------------------------------------	--------------

- Sponsor 70-90 students per year on internship experience through SPORTMGT 298, 498, & 698.
- Created and maintain weekly newsletter to communicate opportunities, promote student events, and provide useful updates and timelines to over 800 student and alumni.

- Created an application tracking system to provide references for student applicants.
- Created and maintain our iconnect page with curated resources for sport management students.
- Establish a relationship with TeamWork U resulting in exclusive benefits and over 98% active adoption in the Sport Management Major.
- Advise and coach the Sport Career Peers are TeamWork U Ambassadors to ensures student always have access to help navigating our resources and exploring their career options.
- Industry outreach resulting in exclusive partnerships and opportunities for UMASS students: Boston Glory, Springfield Thunderbirds, Westover Municipal Golf Course, XFL, The Oakview Group, 11th Hour Racing, the 33rd Team, and Forward Progress. In addition to excellent pipeline creation at The New England Revolution, The Kraft Sports Group, The Boston Celtics, Wasserman, Optimum Sports, Oofos, The New York Mets, Monumental Sports and Entertainment, Oakview Group, The Hartford Yard Goats, Endeavor, Premier League Lacrosse, Washington Commanders.

Service Roles

Faculty Coach – National Collegiate Sport Sales Competition

2023-Present

- Select, prepare and coach 4 students to travel to Atlanta for the national coemption.

Sport Management Sport Career Fair Advisor

2022-Present

- Lead and advise a small student team
- Secure venue sponsorship through Oakview Group for free use of the Mullins Center each November.
- Secure speaking panel of 4-6 industry professionals to kick the day off.
- Outreach and organization to bring over 50 sport industry recruiters to campus.
- Largest free sport management career fair in the country
- Create and administer 2-3 Professional development workshops leading up to the fair

McCormack Student Leaders Club Advisor

2017-Present

- Meet weekly with the Executive Board to help manage RSO status, budget, and advice event planning.
- Host bi-weekly club meetings aimed at making peer connections, learning about the industry, and connecting with alums. Regularly attended by 80+ students.
- Developed and launched Service Through Sport to create community connection and service-learning opportunities.
- Advise the following annual events:
 - Boston Networking Trip. October
 - Pioneer Valley Tip-Off Classic. December
 - NYC Networking Trip. January
 - OakView Group Field Trip. Spring Semester.
 - McCormack Sales Summit. March
 - Yankees Suite Night. April
 - McCormack Gala. April
 - MSL Olympics. November / May
 - Young Alumni Conference. May
 - McCormack Golf Fest. May
- This club has been franchised as professional fraternity model, Mu Sigma Lambda, and has been adopted by over 22 universes.

Women in Sport Management Club Advisor

2017- Present

- Meet weekly with the Executive Board to help manage RSO status, budget, and advice event planning.

MUST Curriculum Vitae

- Host bi-weekly all club meetings aimed at making peer connections, learning about the industry, and connecting with alums. Regularly attended by 20+ students.
- Advise the following annual events:
 - Collaboration with Women in Sports & Events (WISE) Boston and the WooSox for a Women in Sport Night – September
 - Collaboration with the Boston legacy for case studies, field trips, and networking.
 - WISM led collaboration with the McCormack Department of Sport Management and all other clubs for the Annual “Welcome Kickback” to create a fun yard game style event to get all student and faculty introduced --September
 - Collaboration with Westover Golf Course for WISM hits the Links to teach the basics of golf course etiquette and simple lesson – October & May
 - CoJourn Pairing, Peer-to-peer accountability program – September & February.
 - Collaboration with Boston Legacy for case study competition and field trip

Faculty board for Delta Sigma Pi

2019-Present

- Attend monthly meetings.
- Delivered Personal Branding and Values Assessment Workshop.

McCormack Sport Leaders forum Co-Advisor

2018-2022

- Meet weekly with the Executive Board to help plan and manage event which has taken place each March in New York City (2019) Cancelled (2020) virtual (2021) on campus (2022)
- Create robust and diverse panel topics and agenda and promote to students.
- Secure over 50 industry professionals to serve as speakers.

Isenberg Suite Shop Committee Member

2018-2020

- Merged the WISM closet into this initiative.
- Worked with the Amherst Chamber of Commerce to secure over 200 items.
- Help organize the space and advertise to students.

Other Service

Department of Sport Management Curriculum Committee Member

2018-Present

- Meet each semester to review department goals and curriculum.
- Make changes to content, curriculum and goals as informed by the industry.

Service Speaking Engagements

Isenberg Staff Professional Development Day

2026

- Delivered Workshop: Embracing Paradoxical Thinking

Women of Isenberg

2026

- Guest Speaker: Internship to Job Offer: How to Blossom into Full Time

Isenberg Staff Professional Development Day

2025

- Delivered Workshop: Demystifying Money

Women's Presidents Organization – Hartford & Springfield Chapters

2023

- Delivered Workshop: Embracing Paradoxical Thinking

Launching Women Luncheon – Amherst Chamber of Commerce

2023

- Delivered Workshop: Demystifying Money

Women of Isenberg

2022

- Delivered Workshop: Design Thinking: Transforming Teams

Northeast Black Student Athlete Summit

2021

- Delivered Workshop: Financial Literacy Bootcamp

Women of Isenberg

- Delivered Workshop: The Game of Life: Managing your money

Community Service

Newman Center Finance Committee – Chair 2025-Current

Newman Center Finance Committee – Member 2017-2025

Westover Municipal Golf Course 2022- Current - Lead small groups of students each semester to help the course thrive in the community and spread the sport of golf to underrepresented groups. Projects have included an in-depth member study, sponsorship opportunity analysis and proposal, social media plans and templates ,and a concession re-bid presentation.

Massachusetts State Police Team Unity Basketball League 2021- Current - Lead small groups of students each semester to help MSP and Boys & Girls Club facilitate a local basketball league, we secure space and volunteers necessary to run the program, we host a sport management night each semester to learn about college and host the student and parents on campus for a tour and a game. We are now partnering with the city of Springfield to lead a court refurbishing project, which will include grant writing.

Awards & Honors

Sport Management Professor of the Year **2026**
TeamWork Online

Sport Management Professor of the Year **2025**
TeamWork Online

Hooplandia Leadership Award
Eastern States Exposition **2024**

Sport Management Professor of the Year **2023**
TeamWork Online

Inclusive Teaching and Design Award **2023**
Massachusetts Inclusive Concurrent Enrollment Initiative

Isenberg Teaching Fellow **2022-2024**
University of Massachusetts Amherst

Isenberg College Outstanding Teaching Award Winner **2021**
University of Massachusetts Amherst

Isenberg Teaching Excellence Award Winner **2020**
University of Massachusetts Amherst

Isenberg Teaching Award Nominee, ineligible **2017, 2018, 2019, 2024, 2025**
University of Massachusetts Amherst

Publications

- The Real Score: Teeing Up the Next Generation of Sport Leaders Hampshire Gazette 5/15/25.
- The Real Score: The Power of Service Though Sport – Hampshire Gazette 12/19/24.
- The Real Score: Experience is the best teacher at the PV Tip-Off – Hampshire Gazette 12/15/23.

- Sport Sales Chapter in Masteralexis, L.P., Barr, C.A. & Hums, M.A. (2023). Principles and Practices of Sport Management, 7th Edition. Sudbury, MA: Jones & Bartlett.
- Sport Sponsorship Chapter in Masteralexis, L.P., Barr, C.A. & Hums, M.A. (2023). Principles and Practices of Sport Management, 7th Edition. Sudbury, MA: Jones & Bartlett.
- How the Value the Patriots Franchise – Boston Globe – 1/25/17
- Why Boston passed on the 2024 Olympics – Boston Business Journal 11/19/16.
- Social-Emotional Learning as High Impact Practice: Building Student Resilience and Wellness Through Strength-Based Pedagogy – Manuscript in progress

Professional References - UMASS

Lisa Masteralexis, J.D.

Sr. Associate Dean/Isenberg School of Management
Professor/Mark H. McCormack Department of Sport Management
Phone: 413-545-5061
Email: lmasteralexis@isenberg.umass.edu
121 Presidents Drive Amherst MA 01003

Traci Hess, PhD

Senior Associate Dean, Academic Programs
Berthiaume Endowed Professor of Information Systems
Isenberg School of Management
Email: thess@isenberg.umass.edu
Isenberg School of Management
121 Presidents Drive Amherst MA 01003

Betsy Cracco, Ph.D.

Assistant Vice Chancellor, Campus Life and Wellbeing
University of Massachusetts Amherst
Phone: 413-545-2300
Email: ecracco@umass.edu
Whitmore Administration Building
360 Campus Center Way, Amherst, MA 01003

Nicole Melton, PhD

Associate Dean, Undergraduate Program
Co-Director | Laboratory for Inclusion & Diversity in Sport
Mark H. McCormack Department of Sport Management
Isenberg School of Management | UMass Amherst
Phone: 413-545-5694
E-mail: nmelton@isenberg.umass.edu
Isenberg School of Management
121 Presidents Drive Amherst MA 01003

Steve McKelvey, J.D.

Professor
Mark H. McCormack Department of Sport Management
Isenberg School of Management
Phone: 413-545-5066
Email: mckelvey@isenberg.umass.edu
Isenberg School of Management
121 Presidents Drive Amherst MA 01003

Will Norton, M.S.

Graduate Program Director: MBA/MS Sport Management
Senior Lecturer: Mark H. McCormack Department of Sport Management
Director: McCormack Center for Sport Research & Education
Email: wnorton@isenberg.umass.edu
Isenberg School of Management 121 Presidents Drive Amherst MA 01003