

Lindenwood University

**Digital Commons@Lindenwood University**

---

Archived Lindenwood Press Releases

Public Relations

---

9-3-2013

## **Lindenwood, Rams Team Up with Sport Management Program**

Lindenwood University

Follow this and additional works at: [https://digitalcommons.lindenwood.edu/press\\_releases](https://digitalcommons.lindenwood.edu/press_releases)



Part of the [Business and Corporate Communications Commons](#)

---

# LINDENWOOD

---

## Lindenwood, Rams Team Up with Sport Management Program

September 3, 2013

Lindenwood University's School of Business and Entrepreneurship is now the "official" Sport Management Program of the St. Louis Football Rams. The partnership, the first of its kind in the National Football League, will provide Lindenwood's sport management students with direct, inside access to and deeper understanding of the inner workings of a professional sports franchise.

"Lindenwood's Sport Management Program is well-recognized as one of the leaders in producing successful young professionals in the industry," said P. Roger Ellis, dean of the university's School of Business and Entrepreneurship. "This partnership with the St. Louis Rams, in addition to our already-strong connections with numerous amateur, collegiate, and professional sports organizations in the St. Louis metropolitan area, will provide our students with un-matched opportunities and insight into the sports industry."

Executives of the St. Louis Rams, including Chief Operating Officer Kevin Demoff, will complement Lindenwood's sport management curriculum with lectures, panels, speaking engagements, and other activities throughout the academic year. Their involvement will provide Lindenwood students with a greater understanding of the challenges found in the industry as well as how the St. Louis Rams employ the concepts discussed in Lindenwood's Sport Management Program with a real-world application.

"The ability to provide our students with access to NFL team executives is a tremendous opportunity for our program," said Molly Hudgins, department chair of Lindenwood's Sport Management Program. "Our students will be able to apply what they learn in a classroom setting with examples of the concepts and strategies implemented at the highest level of professional sports through this partnership."

As the Official Sport Management Program of the St. Louis Rams, Lindenwood University will also provide the top students in the program with opportunities for internship with the St. Louis Rams organization.

Lindenwood University's Sport Management Program was established in 2001 and is recognized by the North American Society for Sport Management. The program meets the NASSM course standards, and is listed on the NASSM website as a recognized Sport Management Program.

### Press Release Contact:

Public Relations  
Lindenwood University  
publicRelations@lindenwood.edu

Rel. and E. Sport Management

Switchboard (636) 949-2000

Undergraduate Admissions (636) 949-4949

Evening & Graduate Admissions (636) 949-4933