

Carla Hugg Blakey

Assistant Professor of Hospitality Management
Area of Focus: Sport Management
College of Human Environmental Sciences
Department of Human Nutrition and Hospitality Management
The University of Alabama
chugg@ches.ua.edu

EDUCATION

Doctor of Philosophy in Education

The University of Alabama, Tuscaloosa, AL

Instructional Leadership with an emphasis in Instructional Technology

Master of Science in Human Environmental Sciences

The University of Alabama, Tuscaloosa, AL

Sports Business Management emphasis

Bachelor of Arts in Journalism

University of Arkansas, Fayetteville, AR

Advertising & Public Relations emphasis with a Marketing Management minor

HIGHER EDUCATION EXPERIENCE

Assistant Professor of Hospitality Management, August 2021 - Present

Instructor of Hospitality Management, August 2017 – Present

Department of Human Nutrition and Hospitality Management, The University of Alabama, Tuscaloosa, AL

- Develops, revises, and teaches four courses each semester related to Hospitality Management.
 - Develops and teaches three courses specifically related to Sport, Entertainment, and Event Management.
- Advises an average of thirty graduate and undergraduate students each semester on their coursework in the Hospitality Management degree program.
- Primary advisor for students in the Accelerated Masters Program for Sport Hospitality
- Serves on various department, college, and university committees.
- Acts as the primary recruiting faculty member for the Sport, Entertainment, and Event Management concentration.
- Mentors and counsels students on professional development and graduate school opportunities.

Courses taught:

RHM 175: Introduction to Hospitality Management – Introduction to the opportunities, theory, functions, and principles of management in hospitality industries. Examination of basic operational systems and problems related to the industry will be reviewed.

RHM 185: Introduction to the Meetings & Events Industry – Introduction to the structure, stakeholders and principles of management in the meetings and events industry. Examination of basic planning and production elements for meetings and events.

RHM 235: Introduction to Sport Hospitality – Introduction to the theoretical and applied foundations of sport management and explore the array of career opportunities in the sport hospitality industry.

RHM 335: Sport Tourism – An in-depth look at the economic and social impact of sport tourism on destinations and exploration of sports travel's growth and future prospects.

RHM 337: Facility & Event Management in Sport – This course will identify the management functions necessary in planning and executing sporting and entertainment events in sport facilities. Financing, risk management, crowd control, food and beverage requirements, and emergency management will be reviewed.

RHM 370: Event Marketing – Students learn how to market to the event target audience, anticipate client needs, and understand the event business and its unique value position and differentiation; UA Writing Course designation.

RHM 436: Current Trends in Sport and Entertainment – This course will introduce students to various current and future trends within the sport and entertainment industries. Additionally, students will examine the role these trends play in the management, operation, and future of sporting and entertainment events.

RHM 469: Internship in Hospitality Management – A semester of work experience in an approved hospitality organization for a minimum of 500 hours. Students work full-time during the semester to gain insight into hospitality management responsibilities.

Graduate Research Assistant in Instructional Technology, August 2016 – May 2017

Department of Educational Leadership, Policy, and Technology Studies, The University of Alabama, Tuscaloosa, AL

- Supported Dr. Andre Denham on Instructional Technology competencies as they relate to research and service
- Spearheaded and aided the operation and execution of gamed-based learning workshops for Tuscaloosa City School middle school math and science teachers at their respected schools and The UA/UWA In-Service Center.
- Co-constructed a digital quiz tool for the Alabama Football team to assess the quarterbacks on their weekly play calls.
- Transcribed and supported the coding of interviews used for qualitative research.
- Attended a weekly, one-hour professional development session with Dr. Denham which includes, but not limited to, research reading discussions, CV organization, IRB training and career planning.
- Completed a minimum of twenty (20) administrative hours per week during the academic semester
- Completed all necessary research and reporting paperwork in an allotted timeframe

Graduate Research Assistant in Sports Business Management, August 2015 – May 2016

Department of General Human Environmental Sciences, The University of Alabama, Tuscaloosa, AL

- Supported Sports Business Management faculty on sport industry competencies as they relate to teaching, research and service
- Co-instructed the HES 460: Sports Business Management undergraduate course
- Compiled and presented an on-site sales and marketing plan for the Colorado Springs Olympic Training Center
- Co-directed and schedule program presentations such as the Distinguished Lecture Series
- Updated technology initiatives such as, but not limited to, our website, alumni database, email, LinkedIn, Facebook, Twitter and other social media platforms
- Developed activities for program development and fundraising
- Lead the Sports Business Management Society executive council in coordinating department activities

- Completed a minimum of twenty (20) administrative hours per week during the academic semester
- Spearheaded and assisted with research activities for the Sports Business Management department
- Completed all necessary invoicing and report paperwork in an allotted timeframe
- Supported instructional planning, classroom activities and Blackboard for all program courses

Courses co-taught:

HES 460: Introduction to Sports Business Management - This course was designed for students and prospective sport industry professionals desiring to increase their knowledge and understanding of current issues in sports business management and the sport industry.

Orientation Mentor and Advisor, May 2007 – July 2009

University of Arkansas, Fayetteville, Arkansas

- Acclimated both students and their parents into the University of Arkansas
- Ensured a smooth transition into college from high school for future students and their parents
- Served as a mentor and an adviser for incoming students during their two-day orientation session
- Was available throughout the academic school year to the mentees for questions regarding the University

PUBLICATIONS

Lewis, M., Billings, A. C., Brown, K. A., Hakim, S., & **Blakey, C.** (2019). Looking for information in all the right places?: Social media information types and National Basketball Association (NBA) fan desires. *International Journal of Sport Communication*, 13(2), 200-220.

Blakey, C., & Major, C. (2019). Student perceptions of engagement in online courses: An exploratory study. *Online Journal of Distance Learning Administration*, 22(4).

Bibliography development, manuscript management, & proofing assistant: Barkley, E. F., & Major, C. H. (2018). *Interactive lecturing: A handbook for college faculty*. San Francisco, CA: Jossey-Bass

Hugg, C., & Lewis, M. (2015). Review implications, best practices for student-athletes' social-media use. *College Athletics and the Law*, 12(9), 1-3.

Lewis, M., & **Hugg, C.** (2016). Review best practices for contractual agreements with medical suppliers. *College Athletics and the Law*, 12(10), 6.

PRESENTATIONS

Lewis, M., Brown, K., Hakim, S., Billings, A., & **Blakey, C.** (2020). *Looking for information in all the right places? Outlet types of social media information and National Basketball Association (NBA) fan desires* [Poster session canceled]. Broadcast Education Association Annual Conference, Las Vegas, NV.

Blakey, C. & Major, C. (2020). *Student perceptions of engagement in online courses: An exploratory study* [Poster session canceled]. American Educational Research Association Annual Conference, San Francisco, CA.

Hugg, C., & Lewis, M. (2018). *Infographics: A tool for engagement and effective communication*. Teaching and Learning Fair at the annual meeting of the North American Society of Sport Management Conference, Halifax, Nova Scotia, CA.

Lewis, M., & Hugg, C. (2017). *Driving experiential learning with professional auto racing*. Teaching and Learning Fair at the annual meeting of the North American Society of Sport Management Conference, Denver, CO.

Hugg, C., & Lewis, M. (2017). *E-portfolios: A tool for situated learning*. Teaching and Learning Fair at the annual meeting of the North American Society of Sport Management Conference, Denver, CO.

Lewis, M., & Hugg, C. (2016). *The emergence of sports business management: What is your niche?* Professional development presentation at MELT University, Atlanta, Georgia.

RELATED PRACTITIONER EXPERIENCE

Account Executive in Client Services, May 2011 – July 2015

LSU Sports Properties, Baton Rouge, Louisiana

- Ensured 100 percent fulfillment of all contractual benefits per corporate partner agreements and developed relationships between partners and LSU Sports Properties.
- Created, planned and implemented sponsor promotions, including coordination of in-game promotions with LSU Athletics
- Created, planned and implemented LSU Sports Properties hospitality and special events. Including, but not limited to, Zatarain's Tiger One Village, LSU Sports Properties Partner Trip, LSU Men's Basketball VIP Hospitality and LSU Sports Properties Golf Invitational
- Print and game program manager for LSU Sports Properties and LSU Athletics. Responsibilities included, but were not limited to, building advertising and editorial ladders for football, men's and women's basketball and baseball game programs, collecting advertising pieces from partners and other account executives, being the liaison between LSU Athletics, the printer and the publisher, coordinate proofing, production and deliveries of the schedule cards and posters for 19 LSU sports, managed a gameday staff of 40 program sales representatives and managing the LSU Sports Properties print budget.
- Constructed client recaps to provide proof of performance and assist in the contract renewal process
- Hired and supervised six LSU Sports Properties interns throughout the academic school year
- Readily available on weekends, nights and holidays as needed for LSU Sports Properties and LSU Athletic events
- Completed all necessary invoicing and report paperwork in an allotted timeframe

Marketing and Licensing Assistant, July 2010 – May 2011

Razorback Marketing, Fayetteville, Arkansas

- Headed all marketing and game-day initiatives for soccer, men and women's tennis, swimming and diving, and men and women's golf
- Assisted in the marketing and game-day management of football, men's basketball and baseball
- Demonstrated working knowledge of individual corporate sponsor goals/objectives to aid in the fulfillment of marketing elements as outlined in agreements
- Co-Sponsor of Sweat Hawg Program, a cooperative health effort between the UA Athletic Department and Northwest Arkansas elementary schools
- Coordinated all donation requests from non-profit organizations
- Managed online auction items on ArkansasRazorbacks.com
- Supervised and coordinate schedules for student interns
- Served on the Red Tie Fundraising Committee and the Relations Committee

Marketing and Licensing Intern, July 2008 – June 2010

Razorback Marketing, Fayetteville, Arkansas

- Wrote press releases for upcoming athletic events
- Completed and submitted purchase requisitions
- Executed promotions for Razorback sports and sponsors

- Prepared public announcement scripts for sporting events
- Worked with outside professionals and clients
- Designed advertisements using Adobe InDesign and Photoshop
- Transitioned from a men's athletic department to a merged men's and women's athletic department

College Game-Day Intern, November 2006

ESPN and Octagon, Fayetteville, Arkansas

- Ensured a visually appealing broadcast by assembling The Home Depot signage and monitoring the appropriateness of posters made a Sign Painting Station
- Enhanced the guest experience by distributing promotional items and actively interacting with fans
- Increased crowd enthusiasm and enjoyment by executing eShots and taking over 2,000 photos throughout the event
- Promoted The Home Depot's "Team Colors" program through the on-site activation of the Team Colors Sign Painting Station
- Operated behind the scenes as a person representative of ESPN, The Home Depot, Octagon and the University of Arkansas

RazorZone Intern, August 2006 – June 2008

Razorback Marketing, Fayetteville, AR

- Attended all men's athletic press conferences and practice reports to obtain video footage for Hogwired.com
- Was present for all men's sporting events to monitor live statistics on HogWired.com
- Answered subscriber questions, complaints, and concerns
- Conducted player and coach interviews and posted them on Hogwired.com for paying subscribers

UNIVERSITY SERVICE & INVOLVEMENT

The University of Alabama

- College of Human Environmental Sciences Committee on Diversity and Inclusivity (2021 - Present)
- College of Human Environmental Sciences Strategic Planning Committee (2020 - Present)
 - Teaching Sub-Committee – Committee Member (2020 – Present)
- Faculty Senate, The University of Alabama – College Senator (2018 – Present)
 - Faculty Governance – Committee Member (2020 – Present)
 - Student Life Committee – Committee Member (2018 – 2020)
- HARACA: Hotels, Restaurants, and Conventions Association – Faculty Advisor (2018 – Present)
- Sport, Entertainment, and Event Management Concentration Sub-Committee – Committee Member 2019
- The Graduate School's Technology Education Research Conference – Organizing Committee Member - 2019
- Undergraduate Curriculum Committee, College of Human Environmental Sciences – Committee Member (2017 – 2019)
- Sports Business Management Society- Executive Council - 2016
- Sports and Entertainment Forum presented by MELT and The College of Human Environmental Sciences – Co-organizer - 2016
- Human Nutrition and Hospitality Management Department Search Committees
 - Hospitality Education & Workforce Development Specialist – 2019 & 2020
 - Office Associate II – 2018 & 2019
 - Assistant Professor – Hospitality Management – 2017 & 2018

University of Arkansas

- Red Tie Fundraiser Committee - Committee Member (2010 - 2011)
- Razorback Athletics Relations Committee - Marketing Representative (2010-2011)
- Sweat Hawg Program- Co-Director (2010-2011)
- University of Arkansas Ducks Unlimited- Vice President of Raffle and Auctions (2006 - 2009)

- University of Arkansas Greek Life - Gamma Chi Recruitment Counselor - 2008

PROFESSIONAL DEVELOPMENT

Conferences

- Northwest Arkansas Meetings Professionals Conference - 2020
- North American Society of Sport Management (NASSM) Annual Conference – 2017, 2018, & 2019

Forums and Seminars

- Learfield IMG College Intercollegiate Athletics Forum - 2020
- Shila Bowron Leadership Series – 2017, 2018, 2019, & 2020
- Sports and Entertainment Forum presented by MELT and The College of Human Environmental Sciences – 2018 & 2019

Professional Workshops

- College of Human Environmental Sciences Diversity and Inclusion Workshop: Color Blind or Color Brave – 2019
- Learn & Learn: Digital Strategies for Inclusive Classrooms presented the Office of Diversity Equity and Inclusion - 2018
- College of Human Environmental Sciences Workshop: Critical Thinking - 2017
- College of Human Environmental Sciences Workshop: Measuring Teaching Effectiveness - 2017

PROFESSIONAL ORGANIZATIONS

NASSM: North American Society of Sport Management (2016 - Present)

- Conference Photographer - 2019

ANAHEI: Association of North America Higher Education International (2019 – Present)

HONORS & AWARDS

Outstanding Graduate Student in Sports Business Management Award - 2016

Fulbright College of Arts and Science Dean's List (2006 - 2010)

Recipient of the Ernie Deane Memorial Scholarship - 2006

CERTIFICATIONS

National Center for Spectator Sport Safety and Security: Certified Sport Venue Staff (CSVV) Certification (2020 - 2022)

- Areas of emphasis: Concessions, Guest Services, & Security.