

Carla Hugg Blakey

Assistant Professor and Undergraduate Program Coordinator, Sport Management
College of Human Environmental Sciences
Department of Human Nutrition, Hospitality & Sport Management
The University of Alabama
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EDUCATION

Doctor of Philosophy in Education

The University of Alabama, Tuscaloosa, AL

Instructional Leadership with an emphasis in Instructional Technology

Dissertation: *Student engagement: Perspectives of online students in higher education*

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

Undergraduate Program Coordinator – Sport Management, May 2022 - Present

Assistant Professor, August 2021 - Present

Instructor, August 2017 – August 2021

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

- Develops, revises, and teaches undergraduate and graduate courses each semester in Sport Management.
- Develops, coordinates, and oversees all undergraduate program efforts in sport management related to recruiting, marketing, industry relations, internships, and the Accelerated Master's Program (AMP).
- Advises an average of thirty undergraduate and graduate students each semester.
- Serves as the primary liaison faculty advisor for all sport management student athletes.
- Serves on various department, college, and university committees.
- Mentors numerous students on professional development and graduate school opportunities.

Courses taught:

RHM 175: Introduction to Hospitality Management

RHM 185: Introduction to the Meetings & Events Industry

RHM 235: Introduction to Sport Hospitality

RHM 335: Sport Tourism

RHM 337: Facility & Event Management in Sport

RHM 338: Sport Marketing, Promotion, and Strategy

RHM 370: Event Marketing

RHM 436: Current Trends in Sport and Entertainment

RHM 467: Internship in Sport Management

RHM 469: Internship in Hospitality Management

RHM 490/RHM 592: UA in Italy: Food & Wine (Education Abroad)

RHM 490/RHM 592: UA in Europe: Globalization on Sport (Education Abroad)

RHM 560: Fellowship in Sports Business Management

Online courses developed:

RHM 185: Introduction to the Meetings & Events Industry

RHM 235: Introduction to Sport Hospitality

RHM 421: Hospitality Law

Directed student learning:

- Tyson Beane, Independent Study, *Developing a 2025 NFL Mock Draft & 2026 Maxwell Award Watchlist Page: Historical Data Deep Dive: Maxwell Football Club Annual Football Awards*, 2025
- McKinley Rogers, Independent Study, *Comprehensive Post-Event Report: Maxwell Football Club Annual Football Awards*, 2024
- Brinn Murdock, Third-Year Annual Review Committee (UA New College), *Marketing Analysis of the Savannah Bananas' No-Sponsorship Model*, 2023

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

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

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

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

Orientation Mentor and Advisor, May 2007 – July 2009

University of Arkansas, Fayetteville, Arkansas

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

Blakey, C. (2024). *Active learning: The thinking component of student engagement* [Invited workshop presentation]. UA Teaching Academy Workshop Series, Tuscaloosa, AL.

Blakey, C. (2024). *Sports marketing: Lessons from Coach Saban's playbook* [Invited conference lecture]. European Association of Sport Management Summer School, Madrid, Spain.

Blakey, C. (2021). *Online student engagement: A qualitative synthesis of student experiences* [Virtual poster presentation]. Southeastern Graduate Research Symposium, Tuscaloosa, AL (virtual).

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

Marketing and Licensing Assistant, July 2010 – May 2011

Razorback Marketing, Fayetteville, Arkansas

Marketing and Licensing Intern, July 2008 – June 2010

Razorback Marketing, Fayetteville, Arkansas

College Game-Day Intern, November 2006

ESPN and Octagon, Fayetteville, Arkansas

RazorZone Intern, August 2006 – June 2008

Razorback Marketing, Fayetteville, AR

UNIVERSITY SERVICE & INVOLVEMENT

The University of Alabama

- College of Human Environmental Sciences Community Engagement & Student Development (2021 – Present)
- ASMA: Alabama Sport Management Association – Faculty Advisor & Co-Founder (2023 – Present)
- Alabama Football, Faculty Recruiter – Sport Management (2023 – Present)
- Sport Industry Mixer presented by CHES and The Career Center, Co-planner, (2023 – Present)
- OLITS: Online Learning Innovation and Teaching Summit – Planning Committee (2024 – Present)
- Coach Saban Career Development Initiative – Advisory Board (2024 – Present)
- General Education Core Curriculum Implementation Committee, 2023
 - Experiential Learning Committee, Co-Chair
 - Steering Committee Member
- College of Human Environmental Sciences Strategic Planning Committee (2020 - 2021)
 - Teaching Sub-Committee – Committee Member (2020 – 2021)
- Faculty Senate, The University of Alabama – College Senator (2018 – 2021)
 - Faculty Governance – Committee Member (2020 – 2021)
 - Student Life Committee – Committee Member (2018 – 2020)
- HARACA: Hotels, Restaurants, and Conventions Association – Faculty Advisor (2018 – 2022)
- We Are UA Campaign, College of Human Environmental Representative, 2021
- 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
- Search Committees
 - Instructor, Sport Management (2023, 2024 & 2025)
 - Assistant Professor, Sport Management (2023)
 - Assistant Director of Study Abroad Operations (2021)
 - Hospitality Education & Workforce Development Specialist (2020)
 - Office Associate II (2019)
 - Assistant Professor, Hospitality Management (2018)
- Experiential Learning
 - Augusta National/The Masters – College Program, Volunteer Liaison (2023 - Present)
 - Maxwell Football Club, National Awards Ceremonies, Volunteer Coordinator (2023 - Present)
 - Tuscaloosa Half Marathon, Volunteer Coordinator (2021 - Present)
 - Talladega Superspeedway On-Site Visit, Organizer, 2023 & 2024
- Scholarship Review Committees
 - Red Diamond Scholarship Review Committee, 2022
 - Troon Golf Scholarship Review Committee, 2022

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)

PROFESSIONAL DEVELOPMENT & INDUSTRY INVOLVEMENT

Volunteer

- The World Games BHM, Teach Attaché – Norway, Bulgaria, & Estonia Sumo, 2022

Conferences

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

Forums, Seminars, & Summits

- The UA Teaching Academy Online Learning Innovation Summit, 2024 & 2025
- Sports Business Journal & Learfield Intercollegiate Athletics Summit, 2020 & 2024
- Shila Bowron Leadership Series – 2017 – 2024 (Bi-Annually)
- Sports and Entertainment Forum presented by MELT and The College of Human Environmental Sciences, 2018 & 2019

PROFESSIONAL ORGANIZATIONS

Women Leaders in Sport (2024 – Present)

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

- Conference Photographer, 2019

ANAHEI: Association of North America Higher Education International (2019 – 2022)

HONORS & AWARDS

Joseph S. Rowland Teaching Excellence Award, 2024

A-Day: Faculty Guest Coach, Alabama Football (Student athlete nominated), 2023

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

Nominated:

- Outstanding Commitment to Advising Award (Two student nominations), UA-AAA, 2024
- The Judy Bonner Presidential Medallion Prize, CHES Awards Committee, 2022
- Penny Allen Award, UA Division of Student Life, 2021
- Extra Credit Program, UA Parent & Family Programs, 2020

CERTIFICATIONS

National Center for Spectator Sport Safety and Security: Certified Sport Venue Staff (CSVs) Certification, 2021

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