

Gannon students head to the Big Easy to work Super Bowl LIX



Thirty-one students from Gannon University, as well as two faculty members, headed to New Orleans to work the NFL Super Bowl LIX on Sunday, Feb. 9 as one of around a dozen schools selected to work the largest sporting event in the U.S.

For the sixth year, Eric Brownlee, Ph.D, chair of the Marketing Entrepreneurship and Sports Business department at Gannon University, and Jinhee Yoo, Ph.D, associate professor of Sports Management and Marketing, have organized the trip to take students to work at the big game.

The purpose of this trip is to give students an immersive learning experience with hands-on involvement in various aspects of the sports industry, such as event management, marketing, sports media, hospitality and business operations.

Brownlee described this trip as a transformative experience for students in all majors.

“One of the things we do at Gannon is we really want to have these big experiences that are life changing for all majors– not just something to do, but something the students can remember after their time at Gannon,” said Brownlee.

The group of students are working at the NFL Experience, an event for all ages with football-themed activities, photo opportunities and more, at the Ernest N. Morial Convention Center during the week leading up to the big game. On Sunday, Feb. 9, students will be doing stadium operation services during the Super Bowl game.

Paco Palacian, a junior Sports Management and Finance double major, will be participating in this trip for the second time.

“I am hoping to broaden my view of what working at a large sports event is like,” said Palacian. “We have a different role this time, and I think that change of pace will be a good opportunity to see different angles of the industry. I am also looking forward to hopefully being able to meet some interesting people,

whether it be a professional in this industry or students from other schools. I think events like these are great opportunities for people to come together.”

Not only do students get the unique opportunity to work the Super Bowl, but they also get a chance to explore New Orleans. Some of the additional engaging activities they will participate in are meeting with Tulane University Athletics, touring the Audubon Zoo, visiting cultural and heritage sights and indulging in some New Orleans cuisine.

“I am [excited] to explore the city,” said Kira Rios, a senior Marketing and Sports Management major. “I love trying different foods. Any venue that we’re at, I always have to go out and explore the most popular places and get a feel for the city.”

