

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2010

Association of Marketing Theory and Practice
Proceedings

2010

A Fighting Chance: The Struggle of a Historically Black College Athletic Program

James W. Satterfield
Clemson University

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010



Part of the [Marketing Commons](#)

Recommended Citation

Satterfield, James W., "A Fighting Chance: The Struggle of a Historically Black College Athletic Program" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 14.
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/14

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

A Fighting Chance: The Struggle of a Historically Black College Athletic Program
James W Satterfield

Building: Hilton Ocean Front Resort
Room: Promenade 8
Date: 03-25-2010 - 11:00 AM – 12:15 PM
Last modified: 01-19-2010

Abstract

The purpose of this study was to develop an understanding of the social dynamics surrounding a Historically Black College and University and its local community. The following research questions helped guide this study. What is the perception of South University's athletic program in the local community? And What is the Community's relationship with South University Three focus group interviews were conducted, each with seven participants as well as semi-structured interviews. It became clear through the course of focus groups and individual interviews that the sociological nature of the relationship between South University and its local community was institutionalized along racial dividing lines. This study illuminates three themes that emerged through data collection and analysis: (1) Black Only, (2) Lip Service, and (3) No Tradition. These three themes emerged through data analysis and tell a specific story related to both the institution and the community.

Keywords

Sports Marketing, Marketing, Race, Historically Black Colleges