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Centenary business students participate in exciting USGA project

By Matthew Fazelpoor



Centenary University business students are offering their insights and research that will guide the United States Golf Association on the merchandise it offers at the 2025 and 2026 U.S. Opens. - CENTENARY UNIVERSITY

As part of a collaboration with the United States Golf Association (USGA), Centenary University business students are offering their insights and research to guide the USGA on its merchandise for the 2025 and 2026 U.S. Opens.

According to officials at the Hackettstown-based school, the idea was hatched following Centenary's annual Sports and Entertainment Management Symposium – organized by students and held on campus last spring – which brings together industry professionals and connects them with college and high school students through workshops, panel discussions, and interviews for internships and potential employment opportunities.

At that event, a representative from the Liberty Corner-based USGA expressed interest in partnering with Centenary students.

Now, students enrolled in the sports and entertainment management program are working with Ryan Hutchison, USGA manager of merchandise operations, to gather data on consumer preferences within the context of merchandise operations over the next two years.

“Our students met with the USGA three times during the fall semester and presented their recommendations in December,” said Associate Professor of Sports and Entertainment Management David Perricone.

MEDIA Coverage



“The USGA really wanted the student perspective, telling them to think outside the box. And so, our students looked at things like the types of brands this audience buys, current merchandising trends, and market predictions on how far the dollar is likely to go over the next couple of years. Then, they researched possible vendors and made recommendations on those the USGA should consider for upcoming U.S. Opens.”

The collaboration is just one example of Centenary’s efforts in the sports and entertainment space.

Centenary offers a Bachelor of Science in Business Administration: Sports and Entertainment Management as well as a new minor in the field. As part of the program, students complete a host of work experiences, including partnering with professional teams and organizations, staffing major events, and interning with and volunteering for well-known organizations, such as the New Jersey Devils, New York Mets, Somerset Patriots, Prudential Center and more.



Centenary University business students detail the team’s initial findings on merchandising trends and recommended product development for upcoming U.S. Opens. – CENTENARY UNIVERSITY

University President Dale Caldwell explained that the USGA relationship is part of a broader initiative he launched last fall called The Consulting Co-op, which provides free consulting by faculty and students for area businesses.

“The USGA relationship is just one example of how Centenary students are using their knowledge to make a tangible impact. We also partner with smaller mom and pop business owners, many of whom don’t have the breadth of experience to handle diverse tasks such as economic projections, inventory management, accounting, social media, and so much more,” said Caldwell. “In return, Centenary students across a broad range of majors get to work in a real work environment, providing valuable experience they can put on a resume. Centenary has always provided these professional services to the community, but now through The Consulting Co-op, we’ve formalized it and begun to actively market the benefits.”

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