

April 2022 Faculty Spotlight

04/28/2022



James Morton is an Assistant Professor in the Department of Kinesiology and Health Science.

His education includes Fort Hays State University, 2001, B.S. in Sport Management with a Minor in Business Administration, University of Kansas, 2003, M.S. in Sport Administration, and Ohio State University, 2017, Ph.D. in Sport Management. James Morton was appointed at Utah State University in August 2020.

He has taught many classes here at USU, including:

- KIN 6025 – Intercollegiate Athletics Administration
- KIN 6040 – Sport Event and Facility Management
- KIN 6080 – Financial Management of Sports
- KIN 6030 – Sports Marketing and Public Relations

His Select Professional Experiences and Honors include:

- Assistant Professor, Ithaca College (2017 – 2020)
- Assistant Athletic Director – Marketing, Air Force Academy, (2014 – 2017)

- Assistant Athletic Director – Event Management, University of Illinois, (2003 – 2011)
- Parker and Kathryn Webb Dinius Fellowship, Ohio State University, 2016
- Fort Hays State University Football Team, Varsity letter and scholarship award winner (1997 – 2000)

Research Areas

- Organizational effectiveness in intercollegiate athletics
- Stakeholder theory through the lens of intercollegiate athletics
- Crisis communication as it relates to college and professional teams