

# **John Sweeney, M.Ed.**

**Distinguished Professor, Sports Communication & Director, Sports Communication Program at UNC-Chapel Hill**

Raleigh-Durham, NC, US

Sweeney has developed and taught numerous undergraduate courses at UNC

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## **Description**

John Sweeney is head of the advertising specialization and director of the Sports Communication Program.

Professor Sweeney has developed and taught numerous undergraduate courses at UNC. He has won 10 teaching awards during his tenure and has taught workshops on advertising creativity for companies as diverse as IBM, the Martin Agency and Aetna Insurance.

Before his university career, Professor Sweeney was an associate creative director at Foote, Cone & Belding in Chicago. He has built on his experience in industry with consulting and can claim professional experience on more than 40 national brands in all facets of marketing and advertising. This experience includes promotional work tied to the Olympics, National Basketball Association and the NCAA.

Professor Sweeney has been involved with the Association for Education in Journalism and Mass Communication and the American Academy of Advertising for more than 20 years. He has published more than 40 columns and articles in publications such as Advertising Age, Journalism Educator, Adweek and the Journal of Advertising Education. He has written more than 25 commentaries on the sports business broadcast on North Carolina public radio. He has made more than 30 academic presentations at national conventions and programs.

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## **Industry Expertise**

Advertising/Marketing, Sport - Professional, Research, Education/Learning, Print Media

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## **Topics**

Sports Journalism, Sports, Advertising & Marketing, Higher Education, New Media, Public Speaking, Copywriting, Sports Communication, Ethics & Values

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## **Affiliations**

Sports Communication Program : Director, Advertising Sequence : Head, Reed Sarratt Lecture Series : Chair

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## **Past Talks**

Why Are Sports Worth So Much Money?  
Presentation

**The State of the Portfolio in Advertising**  
The American Academy of Advertising

**Digital Assignments for Professional teams**  
AEJMC National Convention

**The Advertising Curriculum for 2012 and Beyond**  
Pre-Conference Workshop for American Academy of Advertising National Convention

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## **Education**

**University of North Carolina at Chapel Hill**  
M.Ed. Instructional Design

**Northwestern University**  
B.S. Bachelor of Science

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## **Accomplishments**

### **John Sweeney Scholarship**

The John Sweeney Scholarship started in 2010 as a \$50,000 endowment and increased to \$75,000 in 2013. Named after Professor Sweeney by former student Jason Kilar.

### **Edward Vick Prize for Teaching Innovation**

\$5000 Journalism School award for classroom innovation given to honor the Sports Communication Program, believed to be the first program of its kind in the nation.

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