

SPORT MANAGEMENT

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

AMATEUR ATHLETICS

Sport Management:

Olympic
Intercollegiate
High School
Youth
Athletic Administration
Coaching
Recruiting
Student-Athlete Affairs
Compliance
Sport Information
Operations
Facilities Management
Equipment Management
Ticketing and Sales
Public Relations
Marketing
Sponsorship Sales
Fundraising/Development
Hospitality Management
Bowls and Special Events
Sport Governance

Colleges and universities
National Collegiate Athletic Association (NCAA)
Conference offices (e.g., SEC, ACC)
National sport governing bodies
State governing bodies
Regional sport commissions
International Olympic Committee (IOC)
United States Olympic Committee (USOC)
Special Olympics
High schools
National Federation of State High School
Associations (NFHS)
Training centers
Youth sport organizations (e.g., Little League
Baseball)
YMCA's, YWCA's
Sport related franchises (e.g., My Gym)
Sport camps

Gain experience working with youth (e.g., volunteer or work at sport and recreation camps).
Coach youth sport teams or assist with high school teams.
Get involved with college sport teams, intramural leagues, or campus recreational programs.
Seek leadership roles in campus organizations.
Serve as a peer advisor, tutor, resident assistant, etc.
Build relationships on campus with coaches and athletic administrators.
Gain relevant experience through practicums and internships.
Be prepared to work long and irregular hours.
Plan to earn a master's degree, preferably from an accredited sports-focused school in sport management, business, or college student personnel. For more opportunities and advancement, work as a graduate assistant (GA) in the athletic department.
Obtain an assistant position and then head coach position at the university level to increase possibility of progressing to professional level.

FACILITIES AND EVENT MANAGEMENT

Facility Management
Facility/Field Maintenance
Field Preparation and Conversion
Ticket Sales and Seating Management
Marketing and Advertising
Event Planning and Management
Food Services and Concessions
Design and Development
Real Estate and Property Management

Stadiums
Arenas
Golf courses
Tracks
Convention and visitors bureaus
Industry suppliers (e.g., Aramark)
Local tournaments and festivals
Recreational facilities
City parks and recreation departments
Individual teams

Find a job managing facilities or fields on campus.
Work in the university center or union.
Get involved in organizations responsible for bringing cultural attractions and entertainers to campus for exposure to contracts, negotiating, and making arrangements.
Gain event planning and leadership experience by serving as the events coordinator or social chair with a student organization.
Work part-time or summer jobs in conference and convention centers, hotels, or local attractions.

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FACILITIES AND EVENTS CONTINUED

Volunteer to work on community events (e.g., local races or festivals).
Join organizations or take courses related to environmental stewardship and sustainability.
To succeed in this area, demonstrate skills in negotiating, business management, organization, budgeting, and marketing.
Research requirements for the Certified Facility Manager (CFM) credential.

PROFESSIONAL TEAMS AND LEAGUES

Management:

Football, Baseball, Basketball, Hockey, Golf, Tennis, Racing, Motor Sports, Soccer, and Emerging Sports

Player Personnel:

General Management
Coaching
Scouting
Community Relations

Business Operations:

Marketing and Promotions
Ticketing and Sales
Public Relations
Sponsorship Sales
Suite Sales

Stadium Operations:

Food and Concession
Guest Services/Suite Services
Parking

Sport Information

Professional Services

Player Agency and Representation

Professional leagues:

National Football League, Major League Baseball, National Basketball Association, Major League Soccer, Arena Football League, National Hockey League, Association of Tennis Professionals, Women's National Basketball Association, Women's Professional Soccer, Women's Tennis Association

Motor sport organizations:

National Association for Stock Car Auto Racing (NASCAR), Indy Racing League, National Hot Rod Association, individual race teams

Sport associations:

PGA Tour, LPGA Tour, Senior PGA Tour, Web.com Tour United States Tennis Association

Professional player associations and unions (e.g., Major League Baseball Players Association, Professional Hockey Players' Association)

Player alumni associations

Professional minor leagues:

AAA, AA, A baseball leagues, American Basketball Association, American Hockey League

Individual franchises

Sport marketing firms

Management firms

Sport marketing departments in large corporations (e.g., Anheuser-Busch or AT&T)

Law firms focusing on sport and entertainment

Plan to earn a graduate degree in sport management, business, or related area and acquire relevant experience in order to work in professional sports.

Be willing to relocate to larger cities where the teams are situated.

These positions are among the most competitive in the industry. Gain as much experience as possible and be willing to enter into the field in the minor leagues or in lower positions.

Demonstrate enthusiasm, energy, good decision-making skills, ability to adapt quickly and a willingness to work long or irregular hours.

Look for ways to get experience in sales and marketing as these are important skills to develop.

Become familiar with legal and regulatory issues related to coaching (e.g., NCAA regulations)

Earn a law degree and develop skills in investment management and negotiation to represent players as an agent. Research requirements for union franchises, licenses, certifications or registrations to work in this field.

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STRATEGIES

SPORT MERCHANDISING

Product Development
Product Distribution
Sales and Marketing
Brand/Product Representation
Store Management
Internet Sales

Sport equipment and supply industry (e.g., Wilson, Spalding, Adidas)
Exercise equipment manufacturers
Sport and recreation retailers
Online sport retailers
Sports & Fitness Industry Association

Work in retail stores that sell sport or recreational merchandise or in campus recreation facilities that rent equipment to students.
Gain sales experience through part-time or summer jobs and internships.
Volunteer as a team equipment manager.
Make contact with college equipment or uniform representatives.
Develop excellent interpersonal, communication, and customer service skills.

LEISURE AND FITNESS

Programming
Management and Administration
Facilities/Equipment Management
Operations
Travel Planning
Event Planning
Instruction
Sales and Marketing

Ski resorts
Tennis and golf clubs/resorts
Health and fitness clubs
Country clubs
Racquet clubs
Executive fitness centers
Major health spas
Hotels
Parks
Recreational facilities
Hospitality and travel industry
YMCA's and YWCA's
Related nonprofit organizations (e.g., Boys' and Girls' Clubs of America, Special Olympics)
Sport related museums and attractions

Gain relevant experience through part-time, summer jobs or internships.
Work in campus recreation and fitness facilities.
Spend summers as an outdoor guide or tour guide.
Get involved in campus recreational organizations.
Volunteer to plan and lead outings or trips.
Join student organizations such as campus entertainment board, cultural attractions committee or student union.
Maintain excellent personal fitness and athletic proficiency.
Develop strong communication, interpersonal, planning, creativity and organizational skills.

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STRATEGIES

SPORT MEDIA

Journalism
Broadcasting
Photojournalism
Sport Information
Advertising Sales

Newspapers
Television stations
Radio stations
Magazines
Special interest sport publications
Sports related internet sites
Colleges and universities
Nonprofit organizations
Professional associations

Supplement a major in sport management with journalism and broadcasting classes. Earn a double major or minor if possible.
Complete an internship or work part-time at a newspaper or radio/television station.
Publish as much as possible in college and local newspapers. Work as a sport writer or photographer on campus.
Volunteer at the campus radio or television station.
Create a portfolio of published work, articles, and photographs or an online portfolio (e.g., website or blog) highlighting digital media skills.
Plan to start career in small markets and be willing to relocate to work into major markets.
Develop a solid command of sports, the ability to interview people, and excellent communication skills.

GENERAL INFORMATION

- The field of sport management is extremely competitive. Candidates must be willing to start at the bottom and work their way up.
- Gain as much hands-on experience in the industry as possible through practicums, internships, and volunteer positions. As a student, be willing to work for no pay in order to gain the necessary experience.
- Once an area of interest is identified, find ways to gain experience and skills particular to that field.
- Learn to work well on a team and learn how to get along with different personality types.
- Develop strong skills in sales and marketing as these are critical in many aspects of sport management. Many entry-level jobs in sports related fields are in sales.
- Demonstrate energy, enthusiasm, and a strong work ethic. Be prepared to work long and irregular hours, including weekends and holidays.
- Build relationships with coaches, athletic directors, college equipment/uniform representatives, and student athletes. Networking is a very important skill to develop in this field and can lead to job opportunities.
- Join relevant professional associations; attend their conferences and read their journals.
- Earn a graduate or law degree in areas such as sport management, law, business, or college student personnel for increased opportunities.
- Sport management majors often find work in other areas and industries, particularly in sales and management.