

# 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.

## AREAS

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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.

**AREAS**

**EMPLOYERS**

**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.

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**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.

## AREAS

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### **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.