



## CAREER *services* CENTER

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**XAVIER**  
UNIVERSITY

# CAREER OPPORTUNITIES FOR SPORT MARKETING & SPORT MANAGEMENT MAJORS

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## SKILLS & ABILITIES OF THE SPORT MARKETING/MANAGEMENT MAJOR

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- Communications
- Persuasion
- Time Management
- Organization
- Decision-Making
- Public Speaking
- Writing
- Research Skills
- Problem-Solving
- Creativity
- Negotiation
- Directing
- Budgeting
- Evaluating
- Networking
- Management
- Societal Ethics
- Legal Aspects
- Marketing
- Finance
- Economics
- Sport and Exercise Science
- Field Experience for Skill Application

*\*Partially taken from Xavier University's course catalog and [www.sportmarketingassociation.com](http://www.sportmarketingassociation.com)*

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## POTENTIAL CAREERS

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- Team General Manager
- Business Manager
- Director of Operations
- Professional Scout
- Marketing Director
- Marketing Assistant
- Promotions Director
- Public Relations Director
- Publicist
- Ticket Manager
- Traveling Secretary
- Equipment Manager
- Professional Sports Agent
- Sports Statistician
- Sports Industry Publicist
- Coach/Assistant Coach
- Sports Event Coordinator
- Sports Information Director
- Athletic Program Fundraising
- Sports Facility Manager
- Corporate Sales
- Sponsorship Coordinator
- Sport Researcher
- Compliance Director
- Recruiter
- Product Development/Distribution
- Golf Course Manager
- Sports Store Management

*\*Salaries for these positions vary in amount due to size, popularity, team level, etc.*

*\*Partially taken from <http://cehd.umn.edu/ETCS/students/majordeciding/SpSt/do.html>*

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## TYPES OF EMPLOYERS

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- Arenas/Stadiums
- Colleges/Universities
- Professional Sport Teams
- Semi-Professional Teams
- High Schools
- Intercollegiate Athletics
- Newspapers/Magazines
- Recreation Departments
- Sporting Goods Manufacturers
- Sporting Goods Dealers
- Sporting Goods Stores
- Sports Associations
- Sports Facilities
- Sports Public Relations Firms
- TV/Radio Stations
- Youth Camps
- Youth Sport Programs
- Sport Agencies Representing Players
- Non-Sport Related Organizations

*\*Partially taken from <http://cehd.umn.edu/ETCS/students/majordeciding/SpSt/do.html>*

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## ACTIVITIES ON THE JOB

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- Promote and sell single, group, and season tickets
- Organize and promote sporting special events
- Market sports teams and players
- Advertise sport-specific items
- Handle financial aspects of an athletic facility or organization
- Help athletes negotiate contracts or sponsorship/endorsement deals
- Athletic fundraising
- Hire and manage facility or coaching staff
- Act as a liaison between teams, athletic departments, and news media
- Prepare press guides and press releases, and organize “Media Days”
- Negotiate sponsorships with advertisers

*\*Partially taken from <http://careers.statetuniversity.com/pages/663/Sports-Management-Professional.html>*

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## RELATED WEBSITES

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- Jobsinsports.com
- Sportscareers.com
- Espn.go.com/sitertools/help/jobs.html
- Teamworkonline.com
- Womensportsjobs.com
- Workinsports.com
- Ncaamarket.ncaa.org/search.cfm
- Sportmarketingassociation.com
- Nassm.com (North American Society for Sports Management)

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## RELATED BOOKS IN THE CAREER RESOURCE LIBRARY (GSC 310)

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- *Career Opportunities in The Sports Industry*
- *Opportunities in Sports and Fitness Careers*
- *Careers for Sports Nuts and Other Athletic Types*