



CAREER DEVELOPMENT OFFICE
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CAREER OPPORTUNITIES FOR SPORTS MANAGEMENT & SPORTS MARKETING MAJORS

SKILLS & ABILITIES OF THE SPORTS MANAGEMENT & SPORTS MARKETING MAJOR

- 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

POTENTIAL CAREERS

- Director of Operations
- Sports Statistician
- Professional Scout
- Marketing Director
- Marketing Assistant
- Promotions Director
- Public Relations Director
- Publicist
- Ticket Manager
- Traveling Secretary
- Equipment Manager
- Professional Sports Agent
- Team General Manager
- Business Manager
- 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.

TYPES OF EMPLOYERS

- 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

ACTIVITIES ON THE JOB

- 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

GENERAL INFORMATION AND STRATEGIES**

- 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 sport 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 personal for increased opportunities.
- Sport management majors often find work in other areas and industries, particularly in sales and management.

Sources:

- <http://careers.statetuniversity.com/pages/663/Sports-Management-Professional.html>;
- **<http://whatcanidowiththismajor.com/major/sport-management/>;
- <http://cehd.umn.edu/ETCS/students/majordeciding/SpSt/do.html>; Xavier University's course catalog and
- www.sportmarketingassociation.com