What you can do with a major in . . .

**Sport Management**

<table>
<thead>
<tr>
<th>Area</th>
<th>Employer</th>
<th>Strategies</th>
</tr>
</thead>
</table>
| Athletic Administration and Coaching | City parks and recreation departments  
College coaching  
High school coaching  
Intercollegiate athletics  
Interscholastic athletics  
Private coaching  
Youth and community | Cruise lines  
High schools and middle schools  
Professional sport teams  
Recreational organizations or leagues  
Resorts  
Universities/colleges | • Become knowledgeable in strength training, fitness and nutrition  
• Gain experience in playing sports  
• Learn about motivational techniques  
• Maintain CPR and first aid certificates  
• Serve as an umpire or referee to gain experience |
| Fitness and Health Club Management | Health clubs and fitness centers  
Administration  
Health promotion  
Management  
Primary care  
Research  
Teaching | Hospitals  
Olympic training centers  
Public health agencies  
Rehabilitation clinics  
Universities/colleges | • Add social sciences to your coursework  
• Develop strong written and communication skills  
• Learn to work well with a team  
• Participate in an internship |
| General Business | Professional sport teams  
Administration  
Human resources  
Management  | Recreation centers  
Rehabilitation clinics  
Sports associations  
Universities/colleges | • Consider a minor in business  
• Develop strong public speaking and time management skills  
• Join campus organizations and take a leadership role  
• Participate in an internship |
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<tbody>
<tr>
<td><strong>Sporting Goods</strong></td>
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<tr>
<td>Brand/product marketing</td>
<td>Distributors</td>
<td>• Attend sporting goods trade shows</td>
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<tr>
<td>Communications</td>
<td>Exercise equipment manufacturers</td>
<td>• Develop communication skills</td>
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<tr>
<td>Event marketing</td>
<td>Multinational sport companies</td>
<td>• Gain sales, marketing and project management skills</td>
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<tr>
<td>International market development</td>
<td>Service orientated sport businesses</td>
<td>• Network with sporting good industry executives</td>
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<td>Licensing and sales management</td>
<td>Sporting goods manufacturers</td>
<td>• Participate in an internship</td>
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<td>Marketing</td>
<td>Sporting goods sales agencies</td>
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<tr>
<td>Product development</td>
<td>Sporting good stores</td>
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<tr>
<td>Product management</td>
<td>Sport marketing firms</td>
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<tr>
<td>Public relations</td>
<td></td>
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<tr>
<td>Retail management</td>
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| **Sport Management** | | |
| Event management | Arenas | • Consider earning a graduate degree to enhance career options |
| Fund raising | Auditoriums | • Develop writing skills |
| Marketing | Health clubs | • Gain experience in public speaking and sales |
| Operations | Local sport and tourism corporations | • Join campus organizations |
| Program coordination | Professional athletes | • Network with coaches, athletic directors and university staff |
| Promotions | Professional teams | • Participate in an internship |
| Public relations | Sports associations | |
| Publicity | Sport facilities | |
| Sales | Stadiums | |
| Sport agency | Universities/colleges | |
| University administration | | |
Strategies for placement in sport management:
- Participate in an internship
- Join professional associations and start networking
- Maintain personal fitness
- Learn to relate well to a variety of people
- Know the industry by reading current publications
- Display a high level of energy and enthusiasm for physical fitness and sports

Employment information:
- Schedules can drastically vary each week
- Highly competitive field
- Median salary is $41,060
- Employment for athletic trainers is expected to increase by 2.9% each year between 2006 and 2016
- Employment for athletes, coaches, umpires and related workers is expected to increase by 15%, or 38,000 jobs, between 2006 and 2016

Related majors:
- Business Studies
- Communications
- Education
- Hospitality Administration
- Hospitality Business
- Marketing
- Retailing

Resources:
- American Management Association - www.amanet.org
- International Health, Racquet and Sportsclub Association - www.ihrsa.org
- National Association of Sports Officials - www.naso.org
- National Sporting Goods Association - www.nsga.com
- North American Society for Sport Management - www.nassm.com
- Sporting Goods Manufacturers Association - www.sgma.org