

What you can do with a major in...

# Sport Management

Area	Employer	Strategies
<p><b>Athletic Administration and Coaching</b>                      College coaching                      High school coaching                      Intercollegiate athletics                      Interscholastic athletics                      Private coaching                      Youth and community</p>	<p>City parks and recreation departments                      Country clubs                      Cruise lines                      High schools and middle schools                      Professional sport teams                      Recreational organizations or leagues                      Resorts                      Universities/colleges</p>	<ul style="list-style-type: none"> <li>• Become knowledgeable in strength training, fitness and nutrition</li> <li>• Gain experience in playing sports</li> <li>• Learn about motivational techniques</li> <li>• Maintain <b>CPR</b> and first aid certificates</li> <li>• Serve as an umpire or referee to gain experience</li> </ul>
<p><b>Fitness and Health Club Management</b>                      Administration                      Health promotion                      Management                      Primary care                      Research                      Teaching</p>	<p>Health clubs and fitness centers                      Hospitals                      Olympic training centers                      Public health agencies                      Rehabilitation clinics                      Universities/colleges</p>	<ul style="list-style-type: none"> <li>• Add social sciences to your coursework</li> <li>• Develop strong written and communication skills</li> <li>• Learn to work well with a team</li> <li>• Participate in an internship</li> </ul>
<p><b>General Business</b>                      Administration                      Human resources                      Management                      Operations                      Sales</p>	<p>Professional sport teams                      Recreation centers                      Rehabilitation clinics                      Sports associations                      Universities/colleges</p>	<ul style="list-style-type: none"> <li>• Consider a minor in business</li> <li>• Develop strong public speaking and time management skills</li> <li>• Join campus organizations and take a leadership role</li> <li>• Participate in an internship</li> </ul>

Area	Employer	Strategies
<p><b>Sporting Goods</b></p> <ul style="list-style-type: none"> <li>Brand/product marketing</li> <li>Communications</li> <li>Event marketing</li> <li>International market development</li> <li>Licensing and sales management</li> <li>Marketing</li> <li>Product development</li> <li>Product management</li> <li>Public relations</li> <li>Retail management</li> </ul>	<ul style="list-style-type: none"> <li>Distributors</li> <li>Exercise equipment manufacturers</li> <li>Multinational sport companies</li> <li>Service orientated sport businesses</li> <li>Sporting goods manufacturers</li> <li>Sporting goods sales agencies</li> <li>Sporting good stores</li> <li>Sport marketing firms</li> </ul>	<ul style="list-style-type: none"> <li>• Attend sporting goods trade shows</li> <li>• Develop communication skills</li> <li>• Gain sales, marketing and project management skills</li> <li>• Network with sporting good industry executives</li> <li>• Participate in an internship</li> </ul>
<p><b>Sport Management</b></p> <ul style="list-style-type: none"> <li>Event management</li> <li>Fund raising</li> <li>Marketing</li> <li>Operations</li> <li>Program coordination</li> <li>Promotions</li> <li>Public relations</li> <li>Publicity</li> <li>Sales</li> <li>Sport agency</li> <li>University administration</li> </ul>	<ul style="list-style-type: none"> <li>Arenas</li> <li>Auditoriums</li> <li>Health clubs</li> <li>Local sport and tourism corporations</li> <li>Professional athletes</li> <li>Professional teams</li> <li>Sports associations</li> <li>Sport facilities</li> <li>Stadiums</li> <li>Universities/colleges</li> </ul>	<ul style="list-style-type: none"> <li>• Consider earning a graduate degree to enhance career options</li> <li>• Develop writing skills</li> <li>• Gain experience in public speaking and sales</li> <li>• Join campus organizations</li> <li>• Network with coaches, athletic directors and university staff</li> <li>• Participate in an internship</li> </ul>

**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

**Related majors:**

- Business Studies
- Communications
- Education
- Hospitality Administration
- Hospitality Business
- Marketing
- Retailing

**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

**Resources:**

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