STRATEGIES ON ENTERING THE FIELD

Look for jobs in the minor leagues as a way to enter the sport.

Be willing to work with sport teams and organizations in any capacity, realizing that most people start in low-level positions. Careers in sport and athletics are extremely competitive. Get as much experience as possible while in school, even if unpaid.

Get involved with campus sport teams, intramural, or recreational programs and facilities. Seek leadership roles, manage equipment and facilities, or plan events. Look for jobs in the minor leagues as a way to enter the sport industry. Earn a graduate or professional degree for increased opportunities.

AREAS OF OPPORTUNITY

- Public Relations
- Sales
- Marketing and Promotions
- Ticketing and Seat Management
- Facilities Management
- Event Coordination
- Exercise Science
- Teaching
- Coaching
- Program Coordination
- Fundraising
- Sponsorship
- Sport Management
- Athlete Representation
- Product Development
- Product Distribution
- Officiating
- Journalism
- Broadcasting
- Photojournalism
- Sport Information
- Advertising Sales
- Athletic Training
- Personal Training
- Rehabilitation

COMMON EMPLOYERS:

- Professional Teams and Leagues (e.g., NFL, MLB)
- Professional Athletes
- Professional Player Associations and Unions
- Sport Associations
- Conference Offices
- Governing Bodies
- Colleges and Universities
- Local Sport and Tourism Corporations
- Arenas
- Training Centers
- Sport Camps
- Health and Fitness Clubs
- Recreational Facilities
- Sport Marketing Firms
- Sport Management Firms

PROFESSIONAL ORGANIZATIONS

- Aerobics and Fitness Association of America
- International/International Sports Medicine Association
- American College of Sports Medicine
- American Council on Exercise
- American Physical Therapy Association
- Association for the Advancement of Applied Sports Psychology
- Division of Exercise and Sport Psychology
- International Health, Racquet and Sports Club Association
- National Association of Sports Commissions
- National Association of Sports Officials
- National Athletic Trainers’ Association
- National High School Coaches Association
- North American Society for Sport Management
- Division of Exercise and Sport Psychology

STRATEGIES ON ENTERING THE FIELD

1. Major in sport management or sport administration. Earn a master’s degree for increased opportunities.
2. Develop outstanding communication skills, written and oral.
3. Take courses in marketing, public relations, and advertising. hone public speaking skills.
4. Obtain accounting or business skills and experience. Develop a background in sales.
5. Volunteer to coordinate athletic programs and events such as marathons, golf tournaments, or special olympics for campus organizations or local non-profit groups.
6. Get involved with campus sport teams, intramurals, or recreational programs (e.g., team manager).
7. Build a network of contacts with sport administrators, student athletes, and merchandise representatives.
8. Join sport-oriented associations and organizations.
9. Obtain an internship or part-time job with a team, an athletic organization, or a sport facility.
10. Be willing to work in any capacity with minor league or local teams as a way to enter the field and gain experience.
11. Demonstrate a willingness to work long and irregular hours, including holidays.

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