The field of sport management is extremely competitive and 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 and as a student, be willing to work for no pay in order to gain the necessary experience.

Learning to work well on a team and learn how to get along with different personality types as well as developing strong skills in sales and marketing are critical in many aspects of sport management. Demonstrate energy, enthusiasm, and a strong work ethic and 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 and 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.

AREAS OF OPPORTUNITY

- Athletic administration
- Coaching
- Recruiting
- Student-athlete affairs
- Compliance
- Sport information
- Operations
- Facilities management
- Equipment management
- Ticketing and sales
- Field preparation and conversion
- Marketing and advertising
- Event planning and management
- Food services and concessions
- Design and development
- Real estate management
- Athletic administration
- Coaching
- Recruiting
- Student-athlete affairs
- Compliance
- Sport information
- Operations
- Facilities management
- Equipment management
- Ticketing and sales
- Field preparation and conversion
- Marketing and advertising
- Event planning and management
- Food services and concessions
- Design and development
- Real estate management

COMMON EMPLOYERS:

- Colleges and universities
- National Collegiate Athletic Association (NCAA)
- Conference offices (e.g., SEC, ACC)
- National sport governing bodies
- State governing bodies
- Regional sport commissions
- International Olympic Committee (IOC)
- United States Olympic Committee (USOC)
- High schools
- Special Olympics
- National Federation of State High School Associations (NFHS)
- Training centers
- Youth sport organizations (e.g., Little League Baseball)
- YMCA's, YWCA's

PROFESSIONAL ORGANIZATIONS

- Association for Women in Sport Media
- Explore Physical Activity
- National High School Coaches Association
- National Intramural-Recreational Sports Association
- North American Society for Sport Management
- Sports Fitness and Industry Association
- Sport Marketing Association
- Collegiate athletic programs
- Conference offices (e.g., SEC, ACC)
- National sport governing bodies
- State governing bodies
- Regional sport commissions
- International Olympic Committee (IOC)
- United States Olympic Committee (USOC)
- High schools
- Special Olympics
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- Training centers
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- YMCA's, YWCA's

STRATEGIES ON ENTERING THE FIELD

- Gain experience working with youth (e.g., content) volunteer or work at sport and recreation camps.
- Coach youth sport teams or assist with high school teams.
- Get involved with college sport teams, intramural leagues, or campus recreational programs.
- Seek leadership roles in campus organizations. Serve as a peer advisor, tutor, resident assistant, etc.
- Build relationships on campus with coaches and athletic administrators.
- Gain relevant experience through practicum and internships.
- Be prepared to work long and irregular hours.
- Plan to earn a master's degree in sport management, preferably from an accredited sports-focused school in sport management, business, or college student personnel for more opportunities and advancement. Work as a graduate assistant (GA) in the athletic department.
- Obtain an assistant position and then head coach position at the university level to increase possibility of progressing to professional level.

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