

Career Paths

SPORTS MEDIA & COMMUNICATION

The world of sports media and communication opens up a wide variety of career opportunities for students interested in pursuing a future in the sports industry. As a Sports Media and Communication major, you will be immersed in historical, critical, analytical, practical, and professional approaches to sports communications disciplines. The unique interdisciplinary nature of the major will give you a broad understanding of sports media as well as the many ways sports communication expertise translates into industries that span journalism, broadcasting, manufacturing, consulting, technology, management, and many more.

Sports Media

Example Career Paths: Journalism | Broadcasting | Photojournalism | Sports Information | Advertising Sales

Potential Employers: Newspapers | TV/Radio Stations | Magazines | Internet Sites | Colleges & Universities | Nonprofit Organizations | Professional Associations

Professional Associations: [National Sports Media Association](#) | [Baseball Writers' Association of America](#) | [Association for Women in Sports Media](#) | [Sport Marketing Association](#)

Related Occupations: [Announcers & DJs](#) | [Broadcast, Sound, & Video Technicians](#) | [Film & Video Editors and Camera Operators](#) | [News Analysts, Reporters, & Journalists](#) | [Photographers](#) | [Producers & Directors](#)

Sports Merchandising

Example Career Paths: Product Development | Product Distribution | Sales & Marketing | Brand/Product Representation | Store Management

Potential Employers: Sports Equipment/Supply Industry | Sports & Recreation Retailers | Exercise Equipment Manufacturers | Online Sport Retailers

Professional Associations: [Sports & Fitness Industry Association](#) | [National Association of Sales Professionals](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#) | [Advertising Sales Agents](#) | [Purchasing Managers, Buyers, and Purchasing Agents](#) | [Sales Managers](#)

Amateur Athletics

Example Career Paths: Athletic Administration | Recruiting | Student-Athlete Affairs | Operations | Ticketing & Sales | Public Relations | Marketing | Sponsorship Sales | Fundraising/Development

Potential Employers: Colleges & Universities | NCAA | Conference Offices | Special Olympics | National/State/Regional Governing Bodies | High Schools | Youth Sport Organizations | Training Centers | Sports Camps

Professional Associations: [National Association of Academic and Student-Athlete Development Professionals](#) | [National Association of Collegiate Directors of Athletics](#) | [College Sports Communicators](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#) | [Advertising Sales Agents](#) | [Coaches and Scouts](#) | [Postsecondary Education Administrators](#) | [Public Relations & Fundraising Managers](#) | [Public Relations Specialists](#) | [School & Career Counselors](#)

Professional Teams & Leagues

Example Career Paths: Player Personnel | Marketing & Promotions | Public Relations | Ticketing & Sales | Sponsorship Sales | Suite Sales | Guest Services | Player Representation

Potential Employers: Professional Leagues | Sport Associations | Individual Franchises | Players' Associations/Unions | Player Alumni Associations | Sports Marketing Firms | Law Firms

Professional Associations: [Sport Marketing Association](#) | [North American Society for Sport Management](#) | [National Sports Media Association](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#) | [Advertising Sales Agents](#) | [Public Relations & Fundraising Managers](#) | [Public Relations Specialists](#) | [Sales Managers](#)

Leisure & Fitness

Example Career Paths: Programming | Management & Administration | Operations | Travel Planning | Event Planning | Sales & Marketing | Instruction

Potential Employers: Ski Resorts | Tennis/Golf Clubs | Health & Fitness Clubs | Country Clubs | Fitness Centers | Parks | Recreational Facilities | Hospitality/Travel Industry | Related Nonprofit Organizations | Sport-Related Museums and Attractions

Professional Associations: [Sports Events & Tourism Association](#) | [National Recreation & Park Association](#)

Related Occupations: [Administrative Services & Facilities Managers](#) | [Advertising, Promotions, and Marketing Managers](#) | [Entertainment & Recreation Managers](#)

Preparing for your Career

- Be willing to start at the bottom and work your way up. Don't turn down opportunities to get experience and make connections in the field.
- Get as much hands-on experience in the industry as possible through part-time, summer job, internship, or volunteer opportunities.
- Learn to work well on a team and how to get along with different personality types.
- Develop specialized skills related to the area(s) you are interested in by selecting electives related to your interests or adding a minor.
- Demonstrate energy, enthusiasm, and a strong work ethic. Be prepared to work long and irregular hours, including weekends and holidays.
- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.
- Develop strong skills in sales and marketing.
- Participate in clubs & organizations to develop skills in public speaking, teamwork, leadership, event planning, and fundraising.
- Conduct informational interviews or shadow professionals in careers of interest to learn more about their jobs.
- Build a network of contacts on campus (ex. coaches, athletic directors, equipment representatives, student athletes) & find an experienced mentor.

This resource was adapted from What Can I Do With My Major.

For more, visit <https://web.uri.edu/career/wcidwmm/>

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