

Sport Management

The Sport Management major focuses on the business and organizational aspects of sports and recreation industries. Students learn about marketing, event management, finance, and legal principles as they relate to sports organizations, teams, and facilities. Graduates are prepared for roles in industries such as professional and amateur sports, collegiate athletics, event management, and sports marketing and sponsorship. This major equips students with the skills to manage operations, promote events, and build meaningful connections in the dynamic sports industry.

Job Title Examples:

- Sports Marketing Coordinator
- Event Manager
- Athletic Program Coordinator
- Facility Operations Assistant
- Ticket Sales Representative
- Sports Information Assistant
- Sponsorship Coordinator
- Recreation Director
- Game Day Operations Assistant
- Public Relations Assistant

Hard and Soft Skills Needed:

Hard Skills:

1. Event Planning and Management
2. Sports Marketing and Promotion
3. Budgeting and Financial Management
4. Data Analysis and Reporting
5. Contract Negotiation

Soft Skills:

1. Communication
2. Leadership
3. Time Management
4. Problem-Solving
5. Teamwork

Further Education/Training Required and/or Suggested:

A BS in Sport Management qualifies students for entry-level roles, but additional certifications or training can boost career prospects:

To Enter the Field:

1. CPR/AED Certification:
 - Often required for roles in sports and recreation management.
2. Internships:
 - Practical experience is essential for breaking into the industry.

To Advance:

1. Certifications (e.g., Certified Sports Event Executive - CSEE):
 - For leadership roles in event or facility management.
2. Graduate Degree (e.g., MBA, MS in Sport Management):
 - Needed for senior-level positions or specialization.

Summary:

Experience through internships is key for entry, while certifications and advanced degrees help with career growth.

Professional or Student Associations:

- Sport Management Club
- Sport Management Association (SMA)
- National Sports Marketing Association (NSMA)
- Sports Lawyers Association (SLA)