SPORT MANAGEMENT

What can I do with this major?

AREAS

EMPLOYERS

Colleges and universities

STRATEGIES

AMATEUR ATHLETICS

Sport Management: Olympic Intercollegiate High School Youth Athletic Administration Coaching Recruiting Student-Athlete Affairs Compliance Sport Information Operations **Facilities Management** Equipment Management **Ticketing and Sales** Public Relations Marketing Sponsorship Sales Fundraising/Development Hospitality Management Bowls and Special Events Sport Governance

FACILITIES AND EVENT MANAGEMENT

AREAS

EMPLOYERS

STRATEGIES

FACILITIES AND EVENTS CONTINUED

Volunteer to work on community events (e.g., local races or festivals).

Join organizations or take courses related to enviromental stewardship and sustainability.

To succeed in this area, demonstrate skills in negotiating, business management, organiyation, budgeting, and marketing.

Research requirements for the Certi, ed Facility Manager (CFM) credential.

PROFESSIONAL TEAMS AND LEAGUES

Management:

Football, Baseball, Basketball, Hockey, Golf, Tennis, Racing, Motor Sports, Soccer, and **Emerging Sports** Player Personnel: General Management Coaching Scouting **Community Relations Business Operations:** Marketing and Promotions **Ticketing and Sales** Public Relations Sponsorship Sales Suite Sales Stadium Operations: Food and Concession Guest Services/Suite Services Parking Sport Information **Professional Services** Player Agency and Representation

Professional leagues: National Football League, Major League Baseball, National Basketball Association, Major League Soccer, Arena Football League, National Hockey League, Association of Tennis Professionals, Women's National Basketball Association, Women's Professional Soccer, Women's Tennis Association Motor sport organizations: National Association for Stock Car Auto Racing (NASCAR), Indy Racing League, National Hot Rod Association, individual race teams Sport associations: PGA Tour, LPGA Tour, Senior PGA Tour, Web.com Tour United States Tennis Association Professional player associations and unions (e.g., Major League Baseball Players Association, Professional Hockey Players' Association) Player alumni associations Professional minor leagues: AAA, AA, A baseball leagues, American Basketball Association, American H

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AREAS

SPORT MERCHANDISING

Product Development Product Distribution Sales and Marketing Brand/Product Representation Store Management Internet Sales **EMPLOYERS**

Sport equipment and supply industry (e.g., Wilson, Spalding, Adidas) Exercise equipment manufacturers Sport and recreation retailers Online sport retailers Sports & Fitness Industry Association STRATEGIES

Work in retail stores that sell sport or recreational merchandise or in campus recreation facilities that rent equipment to students.
Gain sales experience through part-time or summer jobs and internships.
Volunteer as a team equipment manager.
Make contact with college equipment or uniform representatives.
Develop excellent interpersonal, communication, and custo nication, A

AREAS

SPORT MEDIA

Journalism Broadcasting Photojournalism Sport Information Advertising Sales

EMPLOYERS

Newspapers Television stations Radio stations Magazines Special interest sport publications Sports related internet sites Colleges and universities Nonpro,t organiyations Professional associations

STRATEGIES

Supplement a major in sport management with journalism and broadcasting classes. Earn a 7 d/dutblk/totaljo6dP/tbihb§iÅp&ssible. Complete an internship or work part-time at a newsp/apterXoUrodLogedLetuisiBrLstaftoPL: @ À L ¬p À P @ @

GENERAL INFORMATION

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