



What can I do with a major in... **KINESIOLOGY - SPORT MANAGEMENT**

The Kinesiology program offers students preparation in the field of health and wellness or preparation for further study in a clinical health related field.

What types of work are related to this degree?

Athletic administration
Coaching
Recruiting
Student-athlete affairs
Equipment management
Ticketing & sales
Sports marketing & public relations
Fundraising/ development
Team management
Player agency & representation
Sports merchandising
Sports journalism/ broadcasting

**More information
online at
ONETonline.org**

Who employs people with this degree?

Colleges and universities
National Collegiate Athletic Association (NCAA)
Conference offices, e.g. SEC, ACC
National/ state sport governing bodies
High schools
Training centers
Youth sport organizations
Sport camps
Stadiums
Arenas
City parks and recreation departments
Sports broadcasting network
Professional and semi-professional sports teams

Strategies for Success:

- The field of sport management is extremely competitive. Candidates must be willing to start at the bottom and work their way up.
- Hands-on experience is crucial in this field. Students that are serious about sports management should gain experience as soon as possible through practica, internships, and volunteer positions.
- Once an area of interest is identified, find ways to gain experience and skills particular to that field.
- Develop strong skills in sales and marketing as these are critical in many aspects of sport management.
- 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.
- Earn a graduate or law degree in areas such as sport management, law, business, or college student personal for increased opportunities.
- Demonstrate energy, enthusiasm, and a strong work ethic. Be prepared to work long and irregular hours, including weekends and holidays.

Professional Associations:

North American Society for Sport Management
Sport Marketing Association
National Intramural-Recreational Sports Association
Association for Women in Sport Media

National Strength & Conditioning Association
National Athletic Trainer's Association
National Intramural-Recreational Sports Association

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.