

Sports 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 Type 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

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

More information at ONETonline.org

General 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