

What Can I Do As A Sport Management Major?

Sport Management

Sample Careers in Sport Management



Requiring undergraduate education:

Advertising
Athletic Event Coordinator
Broadcast Production Services
Consultant-Sports and Entertainment
Coordinator-Sports Marketing
Corporate Sales
Fitness Center Director
Fitness Center/Health Club Manager
Manager-Sports Promotion
Network Administrator

Project Coordinator
Public Relations Consultant
Sponsorship Coordinator
Sport Camp Manager
Sport Marketing Companies
Sport Researcher
Sport Telemarketing
Sports Broadcaster
Sports Editor/Staff Writer
Ticket Operations

Requiring graduate education:

Account Executive
Athletic Business Manager
Athletic Director
Director of Athletic Facilities
Director of Athletic Fundraising
Director of Athletic Marketing
Director of Compliance Services

Director of Merchandising
Director of Promotions
Director of Tournament & Sponsor Relations
Media Relations/Publicity
Player Agent/Representative
Sport League Commissioner
Sports Information Director

Related fields of study:

Sport Psychology
Sport Law
Sport Sociology

Helpful Transferable Skills

- Communication
- Persuasion
- Time management/organization
- Decision-making

(over)

- Public speaking
- Writing
- Research skills
- Computer skills
- Problem-solving

Related Web Sites

North American Society for Sport Management
<http://www.nassm.com/>

Sport Marketing Association
<http://www.sportmarketingassociation.com/>

International Association of Assembly Managers
<http://www.iaam.org/>

Association for Women in Sports Media
<http://www.awsmonline.org/>

**For more information contact
KINESIOLOGY: 734-764-4472 or www.kines.umich.edu**