

Sport Management

Description of Sport Management

Sport Management prepares a student for a career in the many facets of the sport industry. Students complete a sport studies core and then select an emphasis in sport leadership, sport business, or sport communication. The sport studies major focuses on a study of sport from economic, political, cultural, philosophical, historical, sociological, behavioral, and artistic perspectives.

Possible Job Titles of Sport Studies Graduates

Assistant Baseball Coach*	Director of Sports Marketing*
Assistant Football Coach*	Director/Program Promotions*
Assistant Golf Coach*	Events Management/Coordinator*
Assistant Gymnastics Coach*	Health & Fitness Industry
Assistant Women's Basketball Coach*	Health Coordinator*
Asst for Bulldog Club Oper*	Manager, Athletes
Asst Strength & Cond Coach*	Marketing & Promotions Mgr.*
Asst. Dir. of Event Mgt.*	Marketing Director*
Asst. Facilities Coordinator*	PE Teacher*
Asst. Ticker Mgr./Athletics*	Regional Marketing Director*
Asst. Women's Tennis Coach*	Sales Executive*
Athletic Director	Senior Promotion Coordinator*
Athletic Trainer	Sponsorship & Promotions Rep*
Corporate Sales Rep.*	Sponsorship Coordinator*
Corporate Sponsorship *	Sports Agent (Athletes)

Possible Employers Who Might Hire Sport Studies Graduates

American Hole'N'One*	Nashville Areana/Leisure
Andrew College*	Mgmt.*
Auburn University*	Nat.Assc.Intercollegiate Athl.*
Bollettieri Sports*	Peach Bowl
Butler University*	Raycom Sports*
Camps	Sea Island Company*
Disney Sports Attractions*	Sonnenalp Resort*
County Schools*	Southern League (Baseball)*
Furman University*	The Collegiate Licensing Co.*
Georgia Dome*	UGA Athletic Association*
Georgia Tech Athletic Assoc.*	Univ of West Alabama, The*
Georgia Tennis Association*	Westpoint Military Academy*
Media	

Strategies Associated with Sport Studies Majors

- Major in sports management or sports administration
- Develop outstanding communication skills
- Take courses in marketing, public relations and advertising
- Volunteer with campus organizations and non profit groups

- Write articles for newspapers
- Obtain part time or internship experience
- Obtain accounting or business skills

Employment Resources/Contacts for Sports Management Majors

Cool Works

<http://www.coolworks.com/showme/>

On-Line Sports Career Center

<http://www.onlinesports.com/pages/CareerCenter.html>

Coach U

<http://www.coachu.com>

Sports Mark Management Group, Ltd.

<http://www.smgnet.com/>

Professional Management Inc.

<http://www.professionalmanagement.com/>

CDC – Department of Health and Human Services

<http://www.cdc.gov/>

To research careers of interest, you may want to visit these web sites:

O*NET <http://online.onetcenter.org> (click on Find Occupations)

Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)

Alberta Occupational Profiles <http://www.alis.gov.ab.ca/occinfo/frameset.asp> (click on Occupational Title Search)