

Explore



# Sport Management

Sport management involves any combination of skills related to planning, organizing, directing, controlling, budgeting, leading, and evaluating within the context of an department organization or whose primary product or service is related to sport or physical activity.

\*Taken from the *National Association for Sport & Physical Education* website

## Areas to Explore

Facilities & Event Management . Athletics . Sport Merchandising . Sports Media  
Team Management . Leisure & Fitness

## Careers to Explore

Sports Journalist . Coach . Sports Agent . Sports Clinic Director . Camp Director  
Stadium Operations Manger . Account Executive . Advertising Executive  
Employee Relations Director . Public Relations Representative . Outreach Program Coordinator

## Employers to Explore

Recreational Facilities . YMCA/YWCA . Sports Commissions . Sports Camps  
Resorts & Hotels . Sport & Recreation Retailers . Newspapers . TV & Radio Stations  
Training Centers . Sports Marketing Firms . Colleges & Universities . Public Schools

## Career Planning Tactics

- Gain experience working with youth at sports clinics & camps
- Get involved on campus by participating in intramural sports, college sport teams and campus recreational programs
- Seek an internship in your area of interest (marketing, sales, operations, events management, etc.) to gain experience and expand your network
- Build relationships with coaches and athletic administrators on campus
- Work at country clubs, resorts, health & fitness clubs, etc. to gain experience
- Consider pursuing a graduate degree in sports management for career advancement

## Resources:

[Occupational Outlook Handbook: Athletes & Related Workers](#)

[Occupational Outlook Handbook: Arts, Entertainment & Recreation](#)

[Sport Management @ Belmont Abbey](#)

## Professional Associations

[North American Society for Sport Mgmt.](#)

[NC Sports Management Association](#)

[National Assoc. for Sports & Physical Ed.](#)

**Not sure if Sport Management is right for you?**

**Take the [FOCUS Career Assessment](#)**



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