

## Fields of Study – Sport Management

### Definition of the Field

Sport management involves any combination of the following skills whose primary product or service is related to sport or physical activity:

- Planning
- Organizing
- Directing
- Controlling
- Budgeting
- Leading
- Evaluating

Sport managers carry out the above skills in a variety of organizational settings (for example):

- College sports
- Professional sports
- Amateur sports (Olympics)
- Sport marketing and management firms
- Sport communications and news media firms
- Corporate sponsorship and advertising firms
- Sporting goods firms
- Arenas, stadium, and civic centers
- Community recreation sports programs
- Social service agency sports programs (YMCA, YWCA, JCC)
- Private club sports programs
- Military sports programs

### Related Work Experiences during College

Sport related work experiences are highly recommended during your college experience. Some ideas are:

- Officiating sports
- Coaching youth sports camps/clinics
- Assisting with the management and operations of sport camps/clinics
- Serving as a volunteer worker with professional sport teams/events
- Serving as a volunteer worker with college/amateur sports teams, camps, clinics, or events

## **Career Opportunities**

Since the sports industry is so large and diverse, a wide range of career opportunities exist in a wide range of organizational settings. Some examples of career opportunities for some of the management function areas in the sports industry include:

*Administration:* Owner; General Manager; Executive Director; Vice President; President/Founder; Athletic Director.

*Communications/Media:* Vice President for Sports Communications; Media Relations Assistant; Sport Video Manager; Sports Video Production Assistant; Assistant Manager for Sports Web Page/Internet Site.

*Facilities & Events:* Executive Director of Facility Operations and Entertainment; Facility Manager; Special Events Director; Event Coordinator; Food and Beverage Manager; Special Events Promotion Manager; Customer Relations Manager; Guest Services Manager.

*Finance:* Vice President for Finance; Associate Athletic Director for Finance; Ticket Manager; Accounting Manager; Director of Corporate Sales; Manager of Group Sales.

*Law:* General Counsel; Assistant General Counsel; Sports Agent; Vice President for Labor Relations; Sports Arbitrator/Mediator; Special Events Contract Lawyer; International Sport Lawyer; Intellectual Properties Lawyer.

*Marketing:* Vice President for Marketing; Director of Marketing; Director of Special Events and Promotions; Director of New Business Development; Director of Fan Development; Corporate Sales Manager; Tournament Operations Manager.

*Public Relations:* Vice President for Public Relations; Director of Sports Information; Director of Sports Publicity; Director of Sports Media; Director of Community Relations; Corporate Communications Assistant.

*Travel/Tourism:* Tournament Planner; Guest Relations Specialist; Adventure Travel Coordinator; Travel/Tour Guide; Special Events Coordinator.