

Sport Management

Major Industries and Employers

Professional Sports Teams

Major and minor league sports teams across various sports (e.g., football, basketball, baseball, soccer) hire sport management graduates for roles such as sports marketing coordinator, ticket sales manager, and event operations manager.

Collegiate Athletics

Colleges and universities employ sport management professionals for positions in athletic administration, sports information, compliance, and facility management.

Sporting Events and Facilities

Organizations that host sporting events, including stadiums, arenas, and sports complexes, hire graduates as event managers, facility coordinators, and operations directors.

Sports Marketing and Sponsorship

Marketing agencies and companies involved in sports sponsorships hire individuals with sport management degrees for roles in sports marketing, sponsorship activation, and brand promotion.

Sports Apparel and Equipment Companies Manufacturers and retailers of sports apparel, equipment, and merchandise hire professionals for positions in sales, marketing, and product management.

Sports Media and Broadcasting

Sports media outlets, such as sports television networks, radio stations, and online platforms, hire sport management graduates for roles in sports journalism, broadcasting, and production.

Sports Agencies

Sports talent agencies and player representation firms employ individuals with sport management degrees as sports agents, talent scouts, and contract negotiators.

Sports Facilities Management

Organizations that manage sports facilities (e.g., sports complexes, golf courses, fitness centers) seek sport management professionals for facility management and operations roles.

Recreation and Community Sports

Local government agencies, community centers, and recreational organizations hire sport management graduates to oversee community sports programs, youth leagues, and recreation activities.

Nonprofit Sports Organizations

Nonprofit sports organizations and foundations may have opportunities for sport management professionals in program development, fundraising, and community outreach.

Important Information to Know

Passion for Sports

A genuine passion for sports is often a driving force for individuals pursuing careers in sport management.

Networking

Building a strong network of industry contacts is essential for success in the sports industry. Attending conferences and industry events can be beneficial.

Flexibility

Careers in sport management can involve irregular hours, including evenings, weekends, and holidays, especially during sports events and seasons.

Licensing and Certifications

Some roles, particularly in sports agents and player representation, may require licensing by relevant sports governing bodies or associations.

Business Skills

Sport management graduates should possess strong business acumen, including skills in marketing, finance, and management.

Popular Jobs with A Sport Management Degree

Sports Marketing Coordinator

Ticket Sales Manager

Event Operations Manager

Athletic Director (Collegiate)

Sports Information Director

Sports Facility Manager

Sports Agent

Sports Journalist

Sports Broadcast Producer

Sports Sponsorship Coordinator

Sports Product Manager

Recreation Program Coordinator

Sports Fundraiser

Player Development Coordinator

Community Sports Manager

