Sport Management: the study and practice of the business components of recreational, commercial, and competitive sport. Sport managers plan, organize, direct, finance, lead, and evaluate sporting events and activities. Sport managers demonstrate their leadership, management, and business skills in the over $200 billion sport industry that encompasses all competitive and participation levels, sport facilities and events, sport marketing, and sport media along with impact of sport on society, the economy, and ethical and legal issues.

Examples of Career Areas

- Event management
- Facility management
- Fund raising including sport sponsorships
- Marketing (sales and promotions)
- Scouting
- Sport administration
- Sport agent or athlete representation
- Sport statistics and analytics
- Teaching and research

Examples of Employers

- College athletic departments
- Commercial sport facilities
- Health and fitness clubs
- Parks and recreation departments
- Professional athletes
- Professional sport teams and leagues
- Sport organizations
- Sporting goods manufacturers and retailers
- Stadiums, arenas, and auditoriums
- Tourism industry

Examples of Career Preparation Strategies to Do while in College

**Getting Started**
- Assess your interests
- Establish your career goals, including the educational requirements to achieve them
- Realize that earning an undergraduate degree with little or no experience means your annual starting salary could be zero to less than $25,000

**Degrees**
- Major in sport management or related field
- Earn a master’s degree in sport management, business administration, or marketing
- Earn a law degree to work in athlete representation

**Skills**
- Develop strong written, oral, and interpersonal communication skills
- Learn how to work in teams
- Network with professionals in the sport industry

**Experiences**
- Volunteer with a sport team or sporting event
- Complete an internship