What Can I Do With A Major In Sport Management?

The sport management major is intended for those who desire to play a leadership role within the ever-growing world of sports, without necessarily being an athlete. Flagler’s sport management major prepares students for careers in all areas of the sports industry, including intramural, intercollegiate and professional athletics; public and private sports clubs; the sporting goods industry; hotels, resorts and travel businesses; and non-profit agencies.

Possible Career Options
(Some may require further education/specialization)

- Activities Director
- Athletes Business Manager
- Athletic Trainer
- Athletics Director
- Camping Administrator
- Coach
- Collegiate/Professional Sport Manager
- Collegiate/Professional Sport Marketing Rep.
- Community Relations Director
- Corporate Fitness Director
- Event Manager
- Exercise Program Director
- Fitness Program Coordinator
- Fitness Trainer
- General Manager
- Health Club Manager
- Intramurals and Recreation Director
- Marketing Director
- Non-Profit Sport Enterprises Administrator
- Operations Director
- Park Ranger
- Personal Trainer
- Physical Education Director
- Professional Sports Scout
- Promotion Director
- Public Relations Director
- Publicity Director
- Sales and Marketing Director
- Sport Enterprises Administrator
- Sporting Goods Manufacturer’s Representative
- Sports Agent
- Sports Events Business Manager
- Sports Event Coordinator
- Sports Facilities Director
- Sports Industry Publicist
- Sports Information Director
- Sports Nutritionist
- Sports Psychologist
- Strength/Conditioning Specialist
- Talent Agent
- Ticket Manager
- Wellness Coordinator

Types of Employers

Private & Non-Profit Organizations
- Athletic Associations
- College Athletic Conferences
- Colleges/Universities
- Corporate Health Facilities
- Country Clubs and Resorts
- Health and Fitness Clubs
- High Schools
- Professional Sports Leagues and Teams
- Race Tracks
- Speedways
- Sporting Goods Companies
- Sports Arenas and Stadiums
- Sports Marketing and Management Agencies
- Tennis Organizations

Government Agencies
- Center for Health Promotion and Education
- Consumer Product Safety Commission
- Department of Veterans Affairs
- Health Resources and Services Administration
- Peace Corps
- President’s Council on Physical Fitness and Sports
- US Armed Forces
**Transferable Skills**

- Understands the business of sports
- Possesses the ability to supervise and direct others
- Makes sound judgments quickly
- Thinks creatively and is open to new ideas
- Communicates ideas and concepts to others
- Reads, writes and speaks proficiently
- Possesses strong background in business, marketing and human relations
- Organizes, plans, coordinates and directs activities
- Inspires productivity and loyalty from others
- Responds spontaneously and works well under pressure
- Comprehends ethical issues
- Builds and leads teams aptly
- Possesses proficiency in interpersonal communication
- Solves problems and makes appropriate decisions

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**Experiential Education**

Generating information about events, athletes and schedules for a sports team

Assisting in running a sports facility

Coordinating the marketing, promotion and other media for a specific sporting event

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**Professional Associations**

- American Alliance for Health, Physical Education, Recreation and Dance, aahperd.org
- International Ticketing Association, intix.org
- National Association of Sports Officials, naso.org
- National Collegiate Athletic Association, ncaa.org
- Professional Convention Management Association, pcma.org
- Women’s Sports Foundation, womenssportsfoundation.org

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**Enhancing Your Employability**

- Join relevant student organizations to develop leadership skills
- Participate in internships and field experience placements
- Add an Advertising, Business Administration, Communication, or Marketing minor
- Become active in alumni and/or mentor networks
- Plan on a graduate degree for advancement
- Take part in mock interview opportunities

*Source: Ashland University, Rutgers University*