

FLAGLER COLLEGE

SPORT MANAGEMENT PROGRAM



GAME DAY IS YOUR CLASSROOM.

Go behind the scenes of the sports industry from your first year, working live events, completing internships, and building the business skills that prepare you for careers in professional sports, collegiate athletics, youth sports, and non-profits.



MESSAGE FROM THE PROGRAM DIRECTOR

Our program prepares you to become the next generation of leaders in the sport industry through an innovative curriculum that combines business principles with hands-on learning. Whether your passion is leading operations for a major sporting event, managing facilities, driving ticket sales and sponsorships, creating social media content, or developing marketing campaigns, our program equips students with the knowledge, practical experience, and confidence to build a career that aligns with their interests and strengths.

What sets our program apart is the personal attention and real-world opportunities students receive from day one. Faculty mentor students inside and outside the classroom while connecting them with internships, volunteer experiences, networking opportunities, and industry professionals. Students who are passionate about sports, enjoy working with people, and are motivated to get involved, embrace new challenges, and learn through experience will find a supportive community where they can thrive.

I'm excited to see you explore your passions! If you have any questions, our admissions team is ready to help.



Dr. Ashley Ryder
Assistant Professor &
Program Director

✉ admissions@flagler.edu

☎ (904) 829-6481

WHY SPORT MANAGEMENT AT FLAGLER COLLEGE?

EXPERIENCE STARTS EARLY

You'll take a sport management course your first year. Students will work hallmark sporting events such as The Players Championship, the Daytona 500, and Surf Girl Surf Pro.

PROFESSIONAL SKILLS, BUILT IN

Students prepare for life after graduation through career development, networking, resume building, interviewing, and professional skill development in various settings.

NETWORKING: ITS WHO YOU KNOW

Success in sport is built on relationships. From your first semester students hear: "It's not what you know, it's who you know." Our program provides countless opportunities to expand your professional network and gain valuable industry connections before graduation.

100%

**COURSES TAUGHT BY PROFESSORS
WHO KNOW YOUR NAME**

SIGNATURE SPORT MANAGEMENT EXPERIENCES

HALLMARK CLASS PROJECTS

Every class has a real deliverable: a marketing campaign, a podcast, an event plan, or a live case study.

INTERNSHIPS THAT SET YOU APART

Students complete a full-time internship before graduation and are encouraged to pursue additional internships and volunteer opportunities to build their résumés, expand their professional networks, and gain a competitive edge in the job market.

GUEST SPEAKERS

Students gain valuable insight from sport industry professionals including career advice, explore diverse career paths, and learn what employers are looking for to succeed in today's sport industry.

MINORS BUILT FOR YOUR PATH

Pair your major with any popular minor: business, marketing, psychology, law, communication, and more.

NATIONAL GIRLS AND WOMEN IN SPORT DAY

Every February, students help run the National Girls and Women in Sport Day panel and Business Week.

STUDENT PERSPECTIVE

"After taking my first sports marketing class at Flagler, I knew this is what I wanted to pursue a career in. I enjoyed everything about the class and had fun creating my own marketing plan for one of our assignments."

– Carleigh Grimm '26

"One of the best parts about majoring in sport management at Flagler College is experiential learning, which requires students to volunteer at sporting events."

– Daniella Milroy, '18

PREPARING FOR GRADUATE & PROFESSIONAL SCHOOLS

THESE COURSES BUILD THE FOUNDATION FOR WHATEVER SPORT BUSINESS PATH YOU PURSUE NEXT:

- » Sport Marketing, Promotion, and Sales
- » Facility/Event Management
- » Sport Ethics
- » Sport Law
- » Sociology of Sport
- » Senior Seminar
- » Administration of Sport

Faculty advisors work closely with students to tailor coursework for professional school admissions.

WHERE GRADUATES END UP

SPORT MANAGEMENT GRADUATES BUILD CAREERS ACROSS THE SPORTS INDUSTRY AND BEYOND:

- » Graduates become event coordinators, marketing coordinators, or account executives, or pursue an MBA or master's degree.
- » Others land in recreation and parks management, athletics administration, coaching roles or go on to pursue an MBA.
- » Regional employers include: Sports Media Technology (SMT), First Tee (North Florida), Jacksonville Jumbo Shrimp, & The PGA Tour.

87%

**OF FLAGLER GRADUATES SAY THEIR
CURRENT JOB REQUIRES THE SKILLS
THEY LEARNED IN THEIR DEGREE**



**FLAGLER
COLLEGE**

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