

Sports Management Career Options

Where Can I Work with a Sports Management Degree?

The career window for sports management is wide, and there are several institutions or settings where you can work. Students who have earned a degree in sports management may find themselves employed in one of the following environments:

- **The Media**
 - Newspapers
 - Television
 - Cable
 - Special interest sports/recreation publications
- **The Olympic Movement**
 - The IOC & USOC
 - National sport governing bodies (more than 40)
 - Various state governing bodies
- **State & City Sports Commissions**
 - New York City, LA, Indianapolis, New Orleans, etc.
 - City & state government sports agencies
 - Parks & recreation departments
- **Sports & Leisure Industry**
 - Ski resorts
 - Tennis & golf resorts
 - Major health spas
 - Health & fitness clubs
 - Racquet clubs
- **Sports Equipment & Supply Industry**
 - Wilson, MacGregor, Head, Spalding, etc. (golf, tennis)
 - Nike, Reebok, Adidas, New Balance
 - Sporting Goods Manufacturers Association
 - Leisure, outdoor recreational clothing (skiing, swimwear)
- **Professional Leagues**
 - National Football League
 - Major League Baseball
 - National Basketball Association
 - Women's National Basketball Association
 - National Hockey League
 - Major League Soccer
 - Arena Football League
 - Women's Professional Softball League
- **Professional Minor Leagues**
 - AAA, AA, A baseball leagues
 - National Football League-Europe
 - Arena Football 2
 - National Basketball Developmental League
 - Continental Basketball Association
 - American Basketball Association
- **Colleges & Universities**
 - League or conference offices, e.g. NCAA
 - Individual institutions
 - Teaching
- **Major Corporations**
 - In-house marketing & promotions departments
 - Individual companies
- **Sports Marketing Agencies**
 - International Management Group (IMG)
 - ProServ
 - Advantage International
 - Del Wilber Associates
 - Wilhelmenia Models, Inc.
- **Player Agent or Representatives**
 - Usually requires a law degree, as well as financial & investment skills
- **National Sports Organizations**
 - National Association of Governor's Councils on Physical Fitness & Sports
 - National Association of State Games
 - President's Council on Physical Fitness & Sports
 - Women's Sports Foundation
 - National Association of High School Coaches
- **Major Advertising/Public Relations Agencies**
 - Now have in-house sport marketing unit
- **Special Organizations**
 - YMCA & YWCA
 - Special Olympics

- Senior citizens' groups
- Boys' & Girls' Clubs of America
- **Sports Management Group**
 - Managing municipal golf courses for cities
 - Running special events for companies & marketing firms
 - Conducting venue surveys, etc.
- **Stadiums & Arenas**
 - Management positions
 - Marketing & public relations
 - Design & development
- **Event Management**
 - Creating & implementing sports events for sponsors
 - Consulting on existing events
- **Professional Player Associations & Unions**
 - NFL, MLB, NHL, NBA players' associations
 - Various player alumni associations
- **Individual Sports Associations**
 - PGA Tour
 - LPGA Tour
 - Senior PGA Tour
 - Nike Tour
 - United States Tennis Association
- **Motor Sports**
 - NASCAR
 - Individual race teams or companies (Joe Gibbs Racing, Dale Earnhardt, Inc.)
 - Championship Auto Racing Teams (CART)
 - Indy Racing League
 - National Hot Rod Association
 - Formula One Racing

Where to Go for More Information

American Management Association
 1601 Broadway
 New York, NY 10019
 (212) 586-8100
<http://www.amanet.org/>

National Association of Sports Officials
 2017 Lathrop Avenue
 Racine, WI 53405
 (262) 632-5448
<http://www.naso.org/>

http://careerplanning.about.com/od/occupations/a/sports_industry.htm
<http://personal.bgsu.edu/~jparks/ExSport/index.html>
<http://web.mit.edu/aeroastro/labs/si/>
<http://www.amstat.org/sections/sis/>
<http://www.apta.org/>
<http://www.chronicle.com>

<http://www.hscoaches.org>
<http://www.jobsinsports.com/index.cfm>
<http://www.nassm.com/>
<http://www.ncaa.org/wps/portal>
<http://www.physicalfitness.org/>
http://www.quintcareers.com/sports_jobs.html
<http://www.sgma.com/>
<http://www.sportandtechnology.com/page/0001.html>
<http://www.sportsbusinessdaily.com/>
<http://www.sportsbusinessjournal.com/>
<http://www.sportscareerfinder.com/sportsmarketing.php>
<http://www.workinsports.com/sports-jobs.asp>
nacda.cstv.com/
www.coasports.org
www.naia.org
www.njcaa.org
www.sportscareers.com