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  

National Association of Sports Officials  
2017 Lathrop Avenue  
Racine, WI 53405  
(262) 632-5448  

[http://careerplanning.about.com/od/occupations/a/sports_industry.htm](http://careerplanning.about.com/od/occupations/a/sports_industry.htm)  
[http://personal.bgsu.edu/~jparks/ExSport/index.html](http://personal.bgsu.edu/~jparks/ExSport/index.html)  
[http://www.amstat.org/sections/sis/](http://www.amstat.org/sections/sis/)  
[http://www.chronicle.com](http://www.chronicle.com)  
[http://www hscoaches.org](http://www hscoaches.org)  
[http://www.ncaa.org/wps/portal](http://www.ncaa.org/wps/portal)  
[naacda.cstv.com/](http://www.coasports.org)  
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[www.naia.org](http://www.naia.org)  
[www.njcaa.org](http://www.njcaa.org)  
[www.sportscareers.com](http://www.sportscareers.com)