

Sport Management

Sport Management applies to the business of sport in all of its many facets. It includes the planning, organizing, leading, and evaluating within the context of a sport organization. The degree provides the theoretical and practical framework for a number of professions that focus on leadership roles, including youth, amateur, and professional sports; recreational, college and university sports programs; and the marketing and management of all



sport and fitness-related goods. Sport Management is very closely related to traditional business operations (marketing, management, promotion, facilities, events management, etc.).

Students in the [Sport Management](#) program at Colorado Mesa University will develop into competent leaders for the various professions that focus on sports and fitness. They will take a combination of kinesiology coursework and business classes to prepare for careers in the sports industry. This major is also good preparation for graduate school in the areas of sport business and business administration. CMU also offers many [clubs and organizations](#) campus-wide and within the [Kinesiology Department](#) that can help prepare students for advanced study or build campus and community connections.

A person in this career field may:

- Plan, lead, evaluate, and schedule sporting events
- Develop program budgets for organizations or special events
- Organize public appearances or write press releases
- Manage a sports-related business, facility, recreational area, or resort
- Build relationships with coaches, sporting goods vendors, athletes, facilities managers, and/or media
- Become a sports agent representing athletes
- Assist in managing a professional, college, or recreational sports team
- Coordinate event planning for a particular sport or facility

Major Skills & Characteristics

- Sales & marketing
- Interpersonal skills
- Teamwork
- Customer service
- Knowledge of business environment
- Effective writing skills
- Planning skills
- Interest in sports/athletics
- Leadership skills
- Networking
- Interest in working in a competitive field
- Ability to persuade people
- Excellent verbal and written communication skills
- Ability to multitask
- Knowledge of sports industry

Organizations That Commonly Employ Sport Management Majors

- College and professional sport or athletic organizations
- Community recreation
- Event management
- Fitness centers and health clubs
- Government agencies
- Individual sport associations like the PGA tour
- Media organizations
- Motor sports organizations
- National sport governing bodies like the NCAA
- Olympics & Special Olympics
- Parks & recreation departments
- Player agent or representative
- Professional player unions
- Public relations and marketing for college and professional organizations
- Resorts
- Sport equipment industry
- Sport facility management
- Sport marketing agencies
- Stadium & arena managers
- Sporting goods organizations
- State & city sports commissions
- Tourism agencies
- YMCAs and YWCAs

Related Careers

- Account Executive
- Activities Director
- Aquatic Management
- Athletic Coach
- Athletic Director
- Athletic Equipment Manager
- Camp Director
- Coach
- Community/Commercial Recreation
- Corporate Fitness Instructor
- Country Club Manager
- Cruise Recreation Director
- Event Coordinator
- Facilities Manager
- Fitness Program Manager
- Media Coordinator
- Occupational Therapist
- Parks & Recreation Director
- Personal Trainer
- Physical Therapist
- Professional Sports Scout
- Professional Sports Umpire
- Recreation Specialist
- Rehabilitation Specialist
- Social Director
- Sports Agent
- Sports & Fitness Nutritionist
- Sporting Goods Sales/Marketing
- Spa/Health Club Manager
- Sports Broadcaster
- Sports Food Service Manager
- Sports Information Director
- Sports Medicine
- Sports Team Manager
- Sports Psychologist
- Sports Publicist
- Swimming Pool Manager
- Winter Sports Manager

Note: Some of the occupations listed above may require additional education, experience, or training beyond a Bachelor's Degree. To research these occupations use the Career Research Resources links below.

Career Research Resources:

Use these sites to research information about specific occupations such as nature of the work, training or qualifications, employment or job outlook, projections, earnings and wages.

O*NET-Online: <http://www.onetonline.org>

The U.S. Department of Labor

- In the occupational search box type in key words, job titles, or occupational codes to research various careers.

Occupational Outlook Handbook: <http://www.bls.gov/oco/ooi/index.htm>

The Bureau of Labor Statistics

- Use the A-Z index to select the occupation you are researching; such as **Agents and Business Managers of Artists, Performers, and Athletes** at <http://www.bls.gov/oes/CURRENT/oes131011.htm> or **Athletes, Coaches, Umpires, and Related Workers** at <http://www.bls.gov/ooi/entertainment-and-sports/umpires-referees-and-other-sports-officials.htm>

My Future.com: <http://www.myfuture.com>

The Department of Defense

- This site compiles information from departments of [Commerce](#), [Education](#) and [Labor](#).

Organizations and Associations Links

- American Management Association: www.amanet.org
- National Association of Sports Officials: www.naso.org
- North American Society for Sport Management: www.nassm.com
- Special Olympics: www.specialolympics.org
- National Association for Sport & Physical Education (NASPE): www.aahperd.org/naspe
- American Academy of Kinesiology and Physical Education (AAKPE): www.nationalacademyofkinesiology.org
- American Association for Physical Activity and Recreation: www.aahperd.org/aapar
- Sport Marketing Association: www.sportmarketingassociation.com
- Association for Women in Sport Media: awsmonline.org

Job Listings/Job Search Sites:

- US Olympic Committee (jobs and internships): www.teamusa.org/jobs
- Sports Careers: www.sportscareers.com
- Sports Medicine Jobs: www.sportsmedicinejobs.com
- Teamwork Online Sports Jobs: www.teamworkonline.com
- Athletic Training Jobs: athletic.trainer.jobs.topusajobs.com
- NCAA: www.ncaa.org/wps/wcm/connect/public/ncaa/resources/employment+information
- National Recreation & Park Association: www.nrpa.org/About-NRPA/Careers
- Sporting Goods Manufacturers Association: www.jobtarget.com/home/index.cfm?site_id=723
- Sports & Fitness Careers: www.getthatgig.com/cat_sports_fit.html
- Quintessential Careers: www.quintcareers.com/sports_jobs.html
- National Intramural-Recreational Sports Association Job Search Site: www.bluefishjobs.com/jobs
- Sports Internships: www.sportsinternships.com