

Sport Management Career Guide

What is sport management?

- The Sport Management major prepares students for the business of sport, including professional sport, college athletics, recreation, and sport-related agencies... SPT majors and minors develop the necessary knowledge and skills to thrive in careers related to professional and amateur sport, intercollegiate athletics, event management and programming, facilities and arena management, sport tourism, sport agencies and beyond. – Elon COM
- Sport management involves any combination of skills related to planning, organizing, directing, controlling, budgeting, leading, and evaluating within the context of an organization or department whose primary product or service is related to sport or physical activity – [SHAPE America](#)

Classes and Curriculum Information

View Classes and Curriculum info [here](#).

In your classes, you will learn about contemporary issues in the sport management industry and the role of sport in society. Additional courses cover philosophies and the evolution of the sport management industry; the fundamentals of facility planning and maintenance; research methods and analytics; principles of special event programming; and marketing. SPT majors also take classes that examine concepts such as finance, accounting, communication, legal issues and leadership in sport.

Common Career Paths – Employers & Job Functions

Professional Teams and Leagues/Amateur Athletics

- Employers:
 - Professional and minor leagues/teams in football, baseball, basketball, hockey, golf, tennis, racing, motor sports, soccer, and emerging sports
 - Olympic, Intercollegiate, High school, Youth, Special Olympics
- Job Functions:
 - Operations, Facilities/Event management (see more below)
 - Ticket sales, Sponsorship/Corporate partnerships, Fundraising/Development
 - Community relations, Fan engagement, Project coordination
 - Sport governance, Compliance, Sport officials (i.e., umpires, referees)

Facilities and Event Management

- Employers:
 - Stadiums, Arenas, Golf courses, Tracks, Convention Centers, Tournaments, Festivals
- Job Functions:
 - Event Management and Programming, Operations, Facility management, Field maintenance, Equipment management, Ticket sales and seating management, Food services and concessions, Design and development, Real estate and property management

Sport Media, Agencies & Gaming

- Employers:
 - Newspapers, Television stations, Radio stations, Magazines, Sport publications
 - Sport related internet sites, Sport marketing/management firms, Sports talent agencies
 - Digital media, E-sports, Sports video games, Online sportsbook
 - Law Firms*
- Job Functions:
 - Journalism, Broadcasting, Photojournalism, Sport information
 - Advertising sales, Public Relations, Marketing, Sponsorship, Talent Agents/Representation
 - Social media management, Game development/promotion, [Sports betting](#)
 - Sport and Entertainment Law **Requires a law degree*

Sports Merchandising

- Employers:
 - Sport equipment and supply industry, Exercise equipment manufacturers, Sport and recreation retailers, Online sport retailers
- Job Functions:
 - Product development/distribution, Sales and marketing, Brand/Product representation, Store management, Internet sales

Athlete Development/Student Affairs

- Employers:
 - Colleges & Universities: Athletic departments, Campus recreation, Intramural/club teams
 - Professional Teams and Leagues
- Job Functions:
 - Coaching, Recruiting/Scouting, Athletic administration, Student/Athlete development

Leisure, Fitness, Parks & Recreation

- Employers:
 - National Parks, City parks and recreation departments, Recreational facilities, Ski resorts, Tennis and golf clubs, Health and fitness clubs, Country clubs, Hotels, Parks, YMCAs and YWCAs, nonprofit organizations
- Job Functions:
 - Programming, Management and administration, Facilities/Equipment management, Operations, Travel planning, Event planning, Instruction, Sales and marketing

Employers and Titles of Recent Sport Management Alumni

COMPANY	TITLE	CITY	STATE
San Francisco Giants	Customer Service Associate	San Francisco	California
Athletic Brewing Company	Territory Manager	Stratford	Connecticut
Monument Sports & Entertainment	Account Executive	Washington	District of Columbia
Fountains Country Club	Fitness and Tennis Supervisor	Lake Worth	Florida
Miami Marlins	Sales Executive	Miami	Florida
Washington Nationals	Coordinator, Player Education	West Palm Beach	Florida
Turtle Bay Resort	Golf Specialist	North Shore, Oahu	Hawaii
NCSA Next College Student Athlete	Recruiting Coordinator	Chicago	Illinois
Indianapolis Indians	Marketing Assistant	Indianapolis	Indiana
TeamScaler	Sales Development Representative	Belfast	Ireland
University of Kentucky	Football Producer/Editor	Lexington	Kentucky
Cohen, Snyder, Eisenberg and Katzenburg LLP	Law Trainee	Baltimore	Maryland
Event Connections Group	Project Coordinator	Severna Park	Maryland
Baltimore Elite Volleyball Club	Assistant Coach	Timonium	Maryland
HqO	Events Specialist	Boston	Massachusetts
Boston Red Sox	Human Resources Assistant	Boston	Massachusetts
Mass Golf	Tournaments & Events Intern	Norton	Massachusetts
PUMA Group	Assistant Manager, Merchandising	Somerville	Massachusetts
Rocket Software	Event Coordinator	Waltham	Massachusetts
Missoula PaddleHeads	Head Groundskeeper	Missoula	Montana
New York Jets	Premium Sales Associate	East Rutherford	New Jersey
New Jersey Devils	Marketing Experience Associate	Newark	New Jersey
New York Mets	Associate, Broadcasting and Special Events	New York	New York
Winstate Sports & Entertainment	Assistant Manager	New York	New York
USA Baseball	Data Analytics Intern	Durham	North Carolina
Elon University	Ticket Office Assistant	Elon	North Carolina
Zynex Medical	Account Executive	Lenoir	North Carolina
Wake Forest University	Equipment Manager	Winston-Salem	North Carolina
Cincinnati Recreation Commission	Recreation Specialist	Cincinnati	Ohio
Kambi Group	Competitive Intelligence Analyst	Philadelphia	Pennsylvania
Column Health	Community Outreach Coordinator	East Greenwich	Rhode Island
James Madison University	Graduate Assistant	Harrisonburg	Virginia
Richmond Kickers	Analytics Assistant	Richmond	Virginia
NHL Seattle	Tickets and Operations Intern	Seattle	Washington

Sport Management Job Boards

Additional SPT job/internship search links can be found [here](#)

- [Teamwork Online](#)
- [Jobs in Sports](#) (Username: careerservices@elon.edu PW: SPDC2015)
- [NCAA Market](#)
- [Sports Careers](#)
- [Work in Sports](#)
- [NIRSA's BlueFish Jobs](#)
- [IFMA – Internships Career Center](#)
- [YMCA Careers](#)
- [Higher Ed Jobs](#)
- [National Recreation and Parks Association Careers](#)

Extracurriculars at Elon

- [The Sport Management Society](#)
- [Women Influencers in Sport](#)
- [Elon Sports Vision](#)
- [Elon Esports](#)
- [Elon News Network](#)
- [Annual Sport Management Symposium](#)

Professional Associations, News Sites, and Groups

- [Front Office Sports](#)
- [North American Society for Sport Management](#)
- [Sports Fitness and Industry Association](#)
- [Sport Marketing Association](#)
- [National Collegiate Athletic Association](#)
- [National Association of Intercollegiate Athletics](#)
- [National Intramural-Recreational Sports Association](#)
- [National Park Service's PARKNET](#)
- [International Health, Racquet and Sports Club Association](#)
- [National Sporting Goods Association](#)
- [American Alliance for Health, Physical Education, Recreation and Dance](#)
- [National Association for Sport and Physical Education](#)
- [International Facility Management Association](#)

Diversity, Equity, and Inclusion

- [Women in Sports and Events \(WISE\)](#)
- [Asian Association for Sport Management](#)
- [Black Sports Professionals](#)
- [List of LGBTQ Leaders in Sports Management](#)
- [Association for Women in Sport Media](#)