

Sport Management Career Guide

What is sport management?

- Our 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 Comm](#)
- 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)
 - Finance/Business Operations, Marketing and promotions, Ticket sales, Sponsorship/Corporate partnerships, Fundraising/Development
 - Community relations, Fan engagement, Project coordination
 - Scouting, Sports Analytics, Data Science
 - 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, Technology & 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, Sports Analytics/Data Science, Game development/promotion, [Sports betting](#) – Customer Experience
 - 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
 - Sport Psychology **Requires a master's degree*

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, Hospitality management and administration, Facilities/Equipment management, Operations, Travel planning, Event planning, Instruction, Sales and marketing

Employers and Titles of Recent Sport Management Elon Alumni

COMPANY	TITLE	CITY	STATE
Ridgewells Catering – USGA	Operations Team Member for the USGA US Open	Beverly Hills	California
Los Angeles Chargers	Corporate Sponsorship & Activation Assistant	Costa Mesa	California
Creative Artists Agency	Associate	Los Angeles	California
Octagon	Event Trainee	Stamford	Connecticut
ESPN	Content Researcher	Bristol	Connecticut
PGA Tour	Sales Associate	Ponte Vedra Beach	Florida
Inter Miami CF	Box Office Representative	Fort Lauderdale	Florida
Hurricane Junior Golf Tour	Operations Intern	Atlanta	Georgia
Intersport	Trainee	Chicago	Illinois
Next College Student Athlete	Recruiting Coordinator	Chicago	Illinois
Baltimore Ravens	Client Services Intern	Baltimore	Maryland
Boston Red Sox	Human Resources Associate	Boston	Massachusetts
DraftKings Inc	Customer Experience Associate	Boston	Massachusetts
The Sports Museum	Coordinator Facilities Events and Operations	Boston	Massachusetts
PUMA Group	Assistant Manager, Merchandising	Somerville	Massachusetts
Extra Innings Watertown	Sales and Marketing Representative	Watertown	Massachusetts
3STEP Sports	Coordinator, Facilities Events and Operations	Wilmington	Massachusetts
Missoula Paddle Heads	Head groundskeeper	Missoula	Montana
YMCA of Bucks and Hunterdon Counties	Associate Director of Youth Development	Flemington	New Jersey
New York Jets	Account Executive	Florham Park	New Jersey
BetMGM	Real Time CRM Associate	Jersey City	New Jersey
Block Forever Podcast	Associate Producer	New York	New York
Burlington Sock Puppets	Stadium Operations Manager and Sales Academy Trainee	Burlington	North Carolina
MKTG Inc	Sponsorship Consulting Trainee	Charlotte	North Carolina
NASCAR	Marketing Coordinator	Charlotte	North Carolina
SMT	NHL Broadcast Operator	Durham	North Carolina
TeamWorks	Customer Support Representative	Durham	North Carolina
Piedmont Volleyball	Volleyball Coach	Greensboro	North Carolina
Carolina Hurricanes	Inside Sales	Raleigh	North Carolina
North Carolina FC	Coordinator of Community & Fan Relations	Raleigh	North Carolina
Wake Forest University	Equipment Manager	Winston-Salem	North Carolina
Cleveland Guardians	Sales & Business Development Program	Cleveland	Ohio
Conanicut Yacht Club	Assistant Tennis Professional	James Town	Rhode Island
Gaylord Opryland	Special Events Manager	Nashville	Tennessee
Memphis Grizzlies	Ticket Sales Representative	Memphis	Tennessee
LEARFIELD Amplify	Account Executive	Plano	Texas
The University of Texas at Austin	Events Associate	Austin	Texas
Toronto Blue Jays	Minor League Assistant Pitching Coach	Toronto	Canada

Sport Management Job Boards

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

- [Teamwork Online](#) – best overall resource for jobs and internships in sport and entertainment
- [Jobs in Sports](#) (Username: careerservices@elon.edu PW: Joyride10)
- [NCAA Market](#) – Careers in college athletics
- [Higher Ed Jobs](#) – Careers in college athletics
- [SkullSparks](#) – Creative Jobs in college athletics
- [NIRSA's BlueFish Jobs](#) – Jobs and internships in collegiate recreation
- [Work in Sports](#)
- [IFMA – Internships Career Center](#) – Internships in facility management
- [YMCA Careers](#)
- [National Recreation and Parks Association Careers](#)
- [MEO Jobs](#) – Comprehensive list of newly available media jobs and internships, updated weekly

Extracurriculars at Elon

- [Sport Management Society](#)
- [Women Influencers in Sport \(WINS\)](#)
- [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 \(NCAA\)](#)
- [National Association of Intercollegiate Athletics](#)
- [National Intramural-Recreational Sports Association](#)
- [National Park Service](#)
- [Health and Fitness Association](#)
- [National Sporting Goods Association](#)
- [SHAPE America - Society of Health and Physical Educators](#)
- [International Facility Management Association](#)

Diversity, Equity, and Inclusion

- [Women in Sports and Events \(WISE\)](#)
- [Association for Women in Sport Media](#)
- [Asian Association for Sport Management](#)
- [Black Sports Professionals](#)
- [List of LGBTQ Leaders in Sports Management](#)
- [Hyreable.com](#) – Career development company committed to getting more BIPOC professionals hired and promoted in the world of sports