

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
Monumental Sports & Entertainment	Production Assistant	Washington	District of Columbia
Elevate	Inside Sales Representative	Washington	District of Columbia
Degy Entertainment	Sports Booking Agent Intern	Delray Beach	Florida
Inter Miami CF	Box Office Representative	Fort Lauderdale	Florida
Zimmerman Advertising	Account Coordinator	Fort Lauderdale	Florida
Orlando Pride	Assistant Equipment Manager	Orlando	Florida
PGA Tour	Sales Associate	Ponte Vedra Beach	Florida
Macon Bacon Baseball	Group Sales Account Executive	Macon	Georgia
New Orleans Saints & Pelicans	Inside Sales Consultant	New Orleans	Louisiana
Baltimore Orioles	Game Presentation Coordinator	Baltimore	Maryland
University of Maryland	Community Engagement Intern	College Park	Maryland
Boston Legacy FC	Inside Sales Representative	Boston	Massachusetts
Fenway Sports Management	Partnership Sales Associate	Boston	Massachusetts
Boston College	Graduate Assistant for Competitive Sports and Day Camps	Boston	Massachusetts
DraftKings Inc	Customer Experience Associate	Boston	Massachusetts
New England Revolution	Inside Sales Representative	Foxborough	Massachusetts
Orleans Firebirds	Production Manager	Orlelans	Massachusetts
New York Jets	Sales Associate	East Rutherford	New Jersey
BSE Global	Inside Sales Representative	Brooklyn	New York
Powell Lacrosse	Event Sales and Operations Associate	Chittenango	New York
Global Sports Group	Executive Agent Assistant	Oyster Bay	New York
Campbell University	Athletics Communications Graduate Assistant	Buies Creek	North Carolina
Burlington Sock Puppets	Stadium Operations Manager and Sales Academy Trainee	Burlington	North Carolina
NASCAR	Account Executive, Performance Marketing	Charlotte	North Carolina
QuintEvents	Rooms Coordinator	Charlotte	North Carolina
MKTG Inc.	Sponsorship Consulting Coordinator	Charlotte	North Carolina
Bespoke Sports & Entertainment	Sports Marketing Trainee	Charlotte	North Carolina
SMT	NHL Broadcast Operator	Durham	North Carolina
Greensboro Grasshoppers	Sales Associate	Greensboro	North Carolina
Carolina Core FC	Operations Coordinator	High Point	North Carolina
Karate International of Raleigh	Event Director	Raleigh	North Carolina
Carolina Hurricanes	Inside Sales Associate	Raleigh	North Carolina
North Carolina FC	Coordinator, Community & Fan Relations	Raleigh	North Carolina
REVELxp at the University of Cincinnati	Hospitality Intern for the Premium Field Suites	Cincinnati	Ohio
Red Ventures	Analyst	Fort Mill	South Carolina
Hilton Head Island Recreation Center	Lead Counselor	Hilton Head Island	South Carolina
Texas A&M University	Graduate Assistant Coach	Corpus Christi	Texas

Sport Management Job Boards

- [Teamwork Online](#) – best 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
- [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](#)

Extracurriculars at Elon

- [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 \(NCAA\)](#)
- [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