



What can I do with a major in SPORT MANAGEMENT?

The University of Georgia Career Center
Clark Howell Hall, 542-3375, <http://www.career.uga.edu>
Kinesiology Department

Ramsey Center, 706-542-3148, mmstew@uga.edu, <http://www.coe.uga.edu/kinesiology/index.html>

The information below describes typical occupations and employers associated with this major. Understand that some of the options listed below may require additional training. Moreover, you are not limited to these options alone when choosing a possible career path.

Description of Sports Management

Sport Studies prepares a student for a career in the many facets of the sport industry. Students complete a sport studies core and then select an emphasis in sport leadership, sport business, or sport communication. The sport studies major focuses on a study of sport from economic, political, cultural, philosophical, historical, sociological, behavioral, and artistic perspectives.

Possible Job Titles of Sports Management Graduates

(*Jobs secured as reported by UGA Career Center post-graduate survey)

Assistant Baseball Coach*	Athletic Director	Marketing & Promotions Mgr.*
Assistant Football Coach*	Athletic Trainer	Marketing Director*
Assistant Golf Coach*	Coach*	PE Teacher*
Assistant Gymnastics Coach*	Coordinator of Client Services*	Regional Marketing Director*
Assistant Women's Basketball Coach*	Corporate Sales Rep.*	Sales Executive*
Asst for Bulldog Club Oper*	Corporate Sponsorship *	Senior Promotion Coordinator*
Asst Strength & Cond Coach*	Director of Sports Marketing*	Sponsorship & Promotions Rep*
Asst. Dir. of Event Mgt.*	Director/Program Promotions*	Sponsorship Coordinator*
Asst. Facilities Coordinator*	Events Management/Coordinator*	Sports Agent (Athletes)
Asst. Ticker Mgr./Athletics*	Health & Fitness Industry	Teacher*
Asst. Women's Tennis Coach*	Health Coordinator*	
	Manager, Athletes	

To research careers of interest, you may want to visit these web sites:

Georgia Career Information Center <http://www.gcic.peachnet.edu> (accessible only on campus computers)

O*NET <http://online.onetcenter.org> (click on Find Occupations)

Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)

Alberta Occupational Profiles <http://www.alis.gov.ab.ca/occinfo/frameset.asp> (click on Occupational Title Search)

***Please visit the Career Center Library or your Career Consultant if you need additional information or assistance.**

Possible Employers Who Might Hire Sports Management Graduates

(*Jobs secured as reported by UGA Career Center post-graduate survey)

Alexandria City Public Schools*	Georgia Dome*	Raycom Sports*
American Hole'N'One*	Georgia Tech Athletic Assoc.*	Sea Island Company*
Andrew College*	Georgia Tennis Association*	Sonnenalp Resort*
Auburn University*	Gwinnett Co School System*	Southern League (Baseball)*
Bollettieri Sports*	Health and fitness centers	Sport Communication/Public Relations firms
Butler University*	Marcus Autism Center* Media	Sports agencies
Camps	NACDA Consulting*	The Collegiate Licensing Co.*
Carolina Panthers*	Nashville Areana/Leisure Mgmt.*	The University of Georgia*
College athletic departments	Nat.Assc.Intercollegiate Athl.*	UGA Athletic Association*
Disney Sports Attractions*	Oconee County Schools*	Univ of West Alabama, The*
Franklin County Schools*	Peach Bowl	Westpoint Military Academy*
Fulton County Schools*	Pinellas County Schools*	
Furman University*	Professional sport teams	

Strategies Associated with Sports Management Majors

- Major in sports management or sports administration
- Develop outstanding communication skills
- Take courses in marketing, public relations and advertising
- Volunteer with campus organizations and non profit groups
- Write articles for newspapers
- Obtain part time or internship experience
- Obtain accounting or business skills

Top UGA Career Center Resources for Sport Studies Majors

Opportunities in Sports and Athletic Careers by Heitzmann, M. Ray

Careers in Focus – Sports by Ferguson

The Mulligan Guide to Sports Journalism Careers by Mulligan, Joseph F.

Exploring Health Care Careers by Ferguson

UGA Student Organizations Associated with this Major

The Department of Kinesiology

<http://www.coe.uga.edu/exs/>

Sport Business Club - Dr. Doyeon Won, Advisor

UGASportsBusinessClub@gmail.com

College of Education Student Organizations

<http://www.coe.uga.edu/students/orgs.html>

Employment Resources/Contacts for Health Promotion and Physical Education Majors

Cool Works

<http://www.coolworks.com/>

On-Line Sports Career Center

<http://www.onlinesports.com/pages/CareerCenter.html>

Coach U

<http://www.coachinc.com/CoachU/default.asp?s=1>

Sports Mark Management Group, Ltd.

<http://www.smgnet.com/>

Sports Management Worldwide

<http://www.sportsmanagementworldwide.com/>

CDC – Department of Health and Human Services

<http://www.cdc.gov/>

American Fitness Professionals and Associates

<http://www.afpafitness.com/>

Aerobic and Fitness Assn. of America

<http://www.afa.com>