

# THE SPORTS JOB GUIDE

## ULTIMATE



REVISED AND  
EXPANDED  
FOR 2013

# Acknowledgements

The Ultimate Guide To Land Your Dream Job In Sports ebook would not have been possible without the help of our fantastic Sports Networker team including [Lewis Howes](#), [Trevor Turnbull](#), [Alex Shoemaker](#), [Nick Bartlett](#) and [Mark Burns](#). A special shout out goes to Mark for all of his hard work in helping create the content and styling of the ebook. And, a big thank you to [Mike Olaski](#) for designing the cover graphics.

Also a big thanks to all the sports business professionals that provided their expert opinion on how to land a job in the sports industry. Their invaluable experience will no doubt help countless aspiring sports business students land their dream job in the sports industry!



[SportsNetworker.com](#) is the #1 resource online for Sports Business Professionals looking for the latest information on how to take their sports career to the next level. We cover a number of topics including Sports Business, Sports Networking, Sports Marketing, Sports Sponsorship, Sports Sales, Sports Events, Sports Technology, Sports Social Media and Sports Jobs.

[SportsNetworker.com](#) reaches a network of over 150,000+ sports executives and continues to grow everyday. We also manage the largest sports business group on LinkedIn – [Sports Industry Network](#) and provide advanced content, training and networking opportunities in our exclusive membership site - [Sports Executives Association](#).

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[WorkInSports.com](http://WorkInSports.com) was created to provide a service to connect job seekers with sports employers - making it easier for people who want to work in sports to actually find work in sports.

For the last 12 years our team has been building the largest and most comprehensive job board in the sports industry. We've connected with thousands of sports employers and created powerful systems to ensure we have the latest sports jobs.

The opportunities are out there. We've matched thousands of job seekers just like you with jobs that are fulfilling and rewarding.

Let us help you make your passion your career.

**John Mellor**  
President and CEO - WorkInSports.com



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# Message From The CEO

Passion. That's the number one thing I hear from people when they explain why they work in sports.

We love sports for many reasons. From a young age it's fun to play games as a child. Maybe we never lose that child-like attitude and that's why we continue to stay passionate about sports long after our little league days. Sports give people hope, something to brag about, a place to escape, something to be proud of, along with many other things, it's simply good clean fun.

I grew up loving sports, and it shaped me into the person I am today. Without sports, my life would be completely different. I wouldn't have traveled the world by age 21, I probably wouldn't have broken as many bones or been as large as I am. My confidence level would be lower, I wouldn't be as competitive or hungry to succeed in the business world. Sports gave me so many both exiting and heart breaking experiences from the countless games I have played.

After my professional athletic career ended, I knew I wanted to stay in the world of sports. It's the one thing I'm most passionate about and I didn't want to loose my competitive spirit. This is one of the reasons I created [Sports Networker](#) and [Sports Executives Association](#). I wanted to help others stay connected in the world of sports so they didn't lose touch of what they are most passionate about.

As is the case with most endeavors, there is rarely one magic bullet, one piece of advice or one thing to share in terms of what would help others break into the sports industry. For the most part it is a series of events that must take place and an action plan put in place (and implemented) that will help secure the job of any ones dreams.

There is so much that goes into an effective search for any dream job that is very tough to narrow it down to one suggestion.

Here is what I would suggest:

- ✓ Combine your passion with a specific technical aptitude to find your niche.
- ✓ Make sure you position yourself and your message to the specific market you are going after.
- ✓ Surround yourself with people you can learn from and be available to return the favor in the years ahead.

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- ✓ Continually build an industry specific network and leverage your network effectively to eventually have your own "advisory board" that you can rely on and utilize for years to come.

Although I don't play as many games as when I was growing up, I still love to talk about sports and business (another love of mine). I hope the Ultimate Sports Job Guide ebook helps you understand all of the opportunities in sports business, learn about the business of sports from some of the leading experts and helps you land your dream job in the sports industry!



*Lewis Howes*

**CEO - SportsNetworker.com & Sports Executives Association**

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# The Ultimate Sports Job Guide

## From Zero To Landing Your Dream Job In Sports

### Introduction

You've probably heard numerous times that the sports industry is ultra-competitive, but did you know that there are literally thousands of jobs in sports that you might not have even considered yet in your job search?

The Ultimate Sports Job Guide is designed for aspiring sports business professionals looking to make their imprint in the sports industry as well as the seasoned 10-year veteran hoping to make a career change. Whatever your situation may be, the Ultimate Sports Job Guide will undoubtedly be a valuable resource to help you land that all-elusive sports dream job.

In this eBook, we break down all of the different job opportunities available in sports and provide you with helpful advice from top professionals on what it takes to make it in Sports Marketing, Sports Management, Sports Administration, Sports Entertainment, Sports Medicine, Sports Psychology, Sports Sales, Sports Events, Sports Media, Sports & Fitness, and Sports & Recreation.

Additionally, inside the Ultimate Sports Job Guide, we'll also provide you with dozens of specialized college programs that will help you grab an edge on your competition as well as links to current job opportunities in a variety of sports niches all over the world.

So, dive into the eBook today and start making some headway in your job or internship search. Regardless of where you're at in your sports career, it's never too early or too late to begin looking for your dream job. This is the year you finally take ACTION. Get started NOW!

- SportsNetworker Team

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## Jobs In Sports Marketing

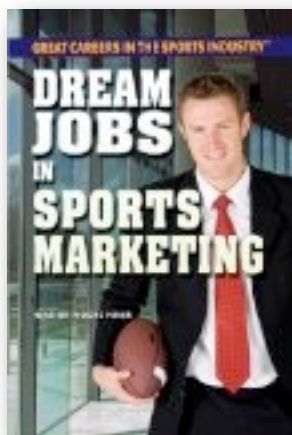


From jobs in sports marketing to public relations and corporate sponsorships, jobs in sports don't just end with the team.

Instead, sports marketing is a narrower focus under the general category of marketing, which concentrates on the promotion of sporting events and organizations along with the promotion of products, goods, and services through the actual sporting event or team.

The object being promoted can be a physical product or even just a brand name. Regardless of what is being promoted, the essential goal of any sports marketer is to sell, sell, and sell some more.

### Types Of Jobs In Sports Marketing



Sport marketing is divided into three sectors, with the first being about sports in general (examples: NFL, MLS, Olympics). When sports marketers are promoting sports, the strategy behind such practices is usually referred to as simply, the marketing of sports. Secondly, sporting events, teams, and professional athletes can be utilized to promote various products within the industry, which is generally called marketing through sports.

Finally, the third type of sports marketing promotion is to increase public participation, which is commonly deemed grassroots sports marketing.

***Jobs in sports marketing*** can follow any number of different paths. However, the one common thread among most of these

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positions is that they involve creative, fast-paced and deadline-oriented work. Organizations and businesses that employ sports marketers include the following:

- ✓ Corporate sponsor
- ✓ Sports facilities
- ✓ Media outlets
- ✓ Sporting goods retailers
- ✓ Marketing and PR agencies
- ✓ Sports equipment manufacturers
- ✓ College and universities
- ✓ Leagues, teams, and sports associations

## How To Get Jobs In Sports Marketing



Jobs in sports marketing — like any job in the sports industry — are super competitive. Sometimes, it's having a personal contact that gets your foot in the door while other times, completing an internship or two in sports marketing can certainly separate you from the competition.

But that alone isn't a guarantee to obtaining those dream jobs in sports marketing. It's attending [sports networking conferences](#), like Sports

Marketing 360, and engaging with industry professionals in order to promote your brand. It's utilizing social media (Twitter/LinkedIn) to increase your sports marketing knowledge about arena operations, corporate sponsorships, sporting goods, and other similar sports areas.

As [Chris McKinney, CEO of SPORTS LAUNCH](#), has advised young college students and professionals looking to advance their sports careers, first figure out who the decision-makers are in the sports marketing world. Connect with them, leverage your strengths, and offer them something for free. Then, be ready to hustle your butt off. With a little luck, you might be on your way to a career in sports marketing.

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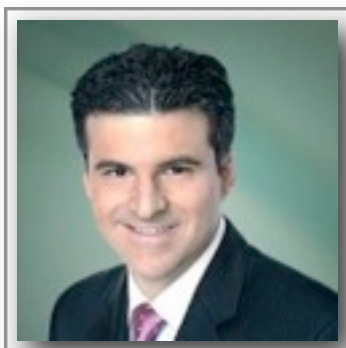
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**Deanna Barnes, Email Marketing Coordinator at ESPN**



*"You can't just stop at the internet. You have got to go a bit deeper. Starting with the Internet, look for different sports organizations such as the National Sports Marketing Association. See what companies they work with and go directly to them. LinkedIn is great. It is professional, not social. I have made a lot of contacts there and they do post jobs as well. Also, like I said, the sports departments at your college or university are great resources because they have connections. It is who you know and you have to be competitive."*

**Darren Rovell, Sports Business Reporter at ESPN**



While the interview below between [Lewis Howes](#) (CEO of Sports Networker & Sports Executives Association) and [Darren Rovell](#) (ESPN's Sports Business Reporter) isn't sports-marketing specific, the pieces of information learned in this short 3-minute clip are invaluable.

As a result, they can be applied across the whole sports-industry spectrum. Implement these few **take home points** into your job/intern searching regiment.

- ✓ Understand how competitive the sports industry is and never forget that as you progress through your career. Then, behave with that passion to obtain your dream job.
- ✓ Give something away for free.
- ✓ It's not who you know, it's how good you are.
- ✓ When contacting potential employers, send everything in a box; it's not only what you did but how you presented it that matters.

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## College Programs That Will Help You Land Jobs In Sports Marketing

There are countless undergraduate and graduate college programs in the country that focus on marketing. But how many narrow their focus to sports marketing? Which ones are the most respectable among sports industry professionals and will give you a leg up on the competition in that all-in-important first job interview?

Look no further than the **University of Oregon**. We highlight the Ducks below and the headway their making in educating young professionals who are passionate about [\*jobs in sports marketing\*](#).

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## University Of Oregon — Warsaw Sports Marketing Center



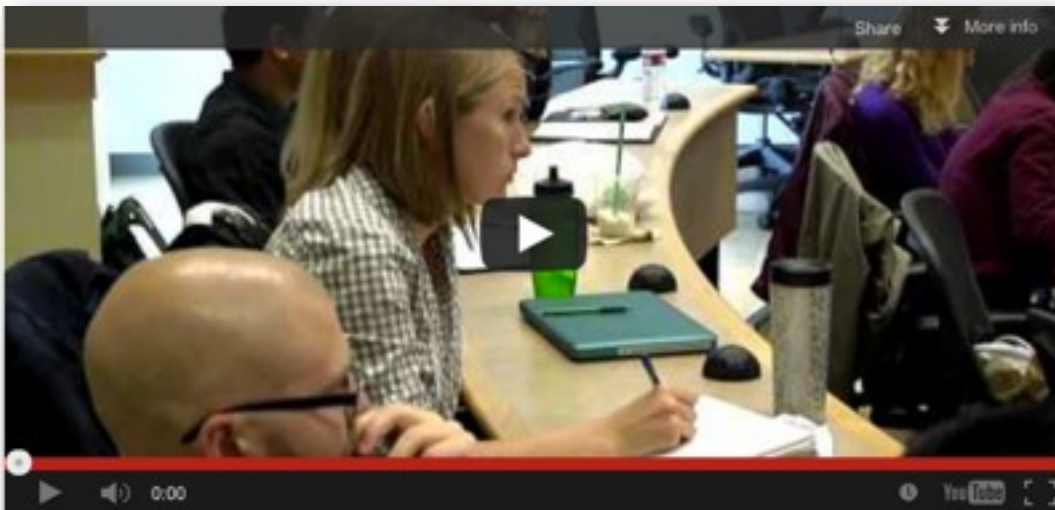
Based in Eugene, Ore., the University's Warsaw Sports Marketing Center was the nation's first sports business program housed at a college of business, and more specifically, the Lundquist College of Business. Warsaw is world renowned as an educational think tank for those passionate about concentrating in sports marketing.

The Sports Marketing Center is recognized by *ESPN*, *Sports Illustrated*, and *Sports Business Journal*, as one of the leading institutions in educating tomorrow's leaders in sports business.

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**Contact:** [Undergraduate Program](#) - Apply [here](#). | **Social Media:** [Facebook](#), [Twitter](#)

### Testimonials From Oregon MBA Students About Warsaw Center



Click here to watch this video --> <http://sportsnetworker.com/jobs-in-sports-marketing>

Of course, Warsaw is not the only college program where you can get a degree that will help you get jobs in sports marketing. However, they are the only one that offers a complete undergraduate major in sports marketing. Here are a few others that have a focus on sports marketing.

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## Indiana University — Department Of Kinesiology



The **Department of Kinesiology Sport Marketing & Management Program** strives to continue its tradition of excellence in the creation and dissemination of knowledge, technical skills, and conceptual understanding of contemporary sport marketing / management to students, colleagues, professionals in the sport business industry, and to the field of sport management through demonstrated excellence in teaching, research, and service.

The philosophy of the Sport Marketing and Management Program is based on a theoretical foundation in course work with a practical application to prepare graduates for success in the field of commercial sports.

The curriculum includes classes from a variety of disciplines and an internship program designed to give the student hands-on experience in the field. Indiana provides not only an undergraduate program but also a doctoral program for those students interested in sports marketing and management.

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## Duquesne University — A.J. Palumbo School of Business Administration



Sports Marketing is the business side of sports. It encompasses planning, implementing and controlling marketing activities as they relate to athletic teams, venues and related products and services.

It also includes the marketing of non-athletic products through an association with sports. Sports marketing has a role in a range of industries including sporting good manufacturers, sporting goods retailers, tourism, broadcast media and even facility construction, so sports marketing professionals need a healthy understanding and appreciation of both athletics and business.

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The **A.J. Palumbo School of Business Administration** prepares students to analyze and address today's sporting trends and implement successful business practices in response to those findings. The major provides a working understanding of the role of marketing in sports and sports-related organizations and helps students develop skills in applying fundamental marketing concepts.

They are introduced to strategic marketing concepts, value-added marketing and promotional strategies while developing strong communication and analytical skills, which will enhance employment opportunities.

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## How To Find Jobs In Sports Marketing



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# Jobs In Sports Management



When sports business professionals think about working in sports management, usually the thought of potentially becoming [General Manager](#) of one's favorite sports franchise comes to mind. However, the all-encompassing world of sports management is a lot deeper than teams' front office personnel or a top-tier sports agency firm.

From facilities and events to finance and public relations, there's a host of opportunities, albeit competitive, for those interested in sports management. The breakdown regarding jobs in sports management, helpful insight from sports business professionals, and universities offering worthwhile programs is outlined below.

## Types Of Jobs In Sports Management



With over 300-plus sports management programs in the world — undergraduate and graduate — there's an obvious demand for students interested in obtaining an education toward obtaining jobs in sports management.

Like the sports industry as a whole, there are a wide range of career opportunities for those students and young professionals who want to pursue [jobs in sports management](#).

A few examples of available careers for the management function areas in sports include:

✓ **Administration:** owner, general manager, executive director, vice president, president/founder, and athletic director

✓ **Communications/Media:** vice president for sports communications, sports video manager, and sports video

production assistant

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- ✓ **Facilities & Events:** executive director of facility operations and entertainment, facility manager, special events director, event coordinator, food and beverage manager, special events promotion manager, customer relations manager, and guest services manager.
- ✓ **Finance:** vice president for finance, associate athletic director for finance, ticket manager, and accounting manager
- ✓ **Marketing:** vice president for marketing, director of marketing, director of special events and promotions, director of new business development, and tournament operations manager.
- ✓ **Public Relations:** vice president for public relations, director of sports information, director of sports publicity, director of sports media, director of community relations, and corporate communications assistant.
- ✓ **Travel/Tourism:** tournament planner, guest relations specialist, and special events coordinator

## How To Get Jobs In Sports Management



Sports in all its glamour and greatness is, at the end of the day, a business. To individuals who want to break into the industry and obtain those [jobs in sports management](#), the degree of competition for positions in advertising, public relations, league and team front offices, finance, and communications is the highest it has ever been.

However, according to **G. Lynn Lashbrook, President and Founder of Sports Management Worldwide**, with sports being more business-oriented, the path to a sports career is even more open than before.

As Lashbrook has conceded, though, the supply of undergraduate students with sports management degrees is substantially greater than the demand for sports jobs. As a result, students and young sports-minded professionals have to possess a plan of attack if they want to eventually obtain those dream jobs in sports management.

Undergraduate or graduate degrees in sports management is a start. Specialization in a particular type of field such as finance or business can elevate your marketability to a potential employer even further. Then, there's obviously those internships, which are for the most part unpaid.

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Despite the long 16-hour-plus days, below-average pay, and tough competition, jobs in sports management are still highly sought. How will you differentiate yourself from others competing for those same jobs?

**Andy Dolich, President at Dolich Consulting**



**When did the boom in the number of sports management programs happen, and why?**

*"It started in the mid 1980s and I think in large part because of economics. Schools started to see that it would be a huge tuition grabber. Who wouldn't want a career in collegiate or professional sports, or now in the world of global sports?"*

*"There are now over 325 programs, colleges, and universities in the United States offering some sort of program — undergraduate and MBA — in sports*

*management. Incredible."*

**How to tell various sports management programs apart, and how do you pick which one is for you?**

*"Simply look at their network of people. Look at how many graduates from their program have jobs in sports. Ohio University, the Harvard of Sports Management ... Ohio University has close to 2,000 graduates. So, look at the network and next, look at the internships that are available.*

*"What happens with some of the programs that you shouldn't look at is, they don't have a network, they don't really have internships, and their graduates really don't get jobs. Although the business has exploded globally, it's still a tough road to hoe."*

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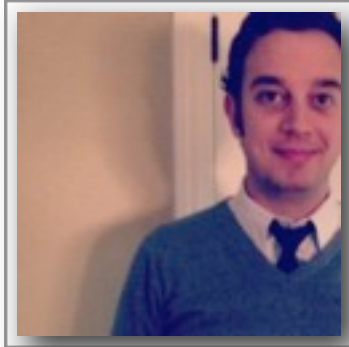


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**Jon Sinden, Director of Social Media at Maple Entertainment**



Jonathan Sinden, the Director of Social Media at Maples Leaf Sports & Entertainment — which encompasses the Toronto Maples, Toronto Raptors, Toronto FC, and a host of other brands — offers his advice on networking within the sports industry in this short clip.

Pay attention to the heart of his networking message and see if you can implement that strategy into your job/ internship search.

Connect with Jonathan on [LinkedIn](#).



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## College Programs That Help You Land Jobs In Sports Management

With their being countless numbers of undergraduate and graduate sports management programs across the world, it's certainly difficult for an aspiring sports business professional to decipher which programs are the most beneficial.

We specifically highlight a few universities below for their specific programs for those seeking an education in sports management.



### UMass – Mark H. McCormack School Of Sports Management



The **Mark H. McCormack Department of Sport Management** is the second-oldest of its kind in the world. Many of the 3,000-plus working alumni in the sports industry return to serve as guest speakers and mentor students as well.

Offering doctoral, master's and undergraduate programs to its students, the McCormack School has been hailed by Sports Business Journal, The Chronicle of Higher Education, and other respectable publications as a global leader for the quality of its curriculum and ability to propel its students toward [jobs in sports](#).

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## Testimonials From Alumni Of UMass' School Of Sports Management



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### San Diego State — Sports Management MBA Program



The **Sports Management Program at San Diego State** is an accelerated Master of Business Administration program that is highly focused on international sports business.

This degree program is designed for motivated students seeking to advance their business skills and expand their professional network to secure management positions within the global sports industry.

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## Extensive Background Of SDSU's Sports Management Program



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### George Washington — School Of Business



For over 18 years, as part of the School of Business at The George Washington University, we have offered a prestigious field of study in the specialization of Sport Management.

The **MBA or MTA (Masters of Tourism Administration) with a Sport Management concentration** prepares students to market and manage sports events, organizations, media, products and athletes, as well as sports tourism destinations and facilities.

Students learn how to succeed in a competitive, global marketplace through practical assignments with leading professionals and organizations in the sports industry.

**Contact:** [MBA Program](#), [Master's of Tourism Administration Program](#) - [Apply here](#).

**Social Media:** [Facebook](#), [Twitter](#), [LinkedIn](#)

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## Columbia University – Sports Management



Columbia's **part-time Master's degree program in Sports Management** trains professionals for advanced work in all sectors of the sports industry by providing a broad understanding of the field, while also teaching specific management skills in the areas of finance, sports personnel management, law, sports marketing, and facility or event superintendence.

Based in New York City, a nexus of the sports world, students learn from an exclusive network of industry leaders.

The program is appropriate for a range of individuals, though it is best suited for those who are currently working in the sports industry and are seeking advanced training in business, finance, and marketing. Other strong candidates include students with undergraduate degrees in sports or recreation management who are looking to complete a graduate degree, or those with other advanced degrees who are seeking to expand or build their credentials.

**Contact:** [Master's Program](#) - Apply [here](#).

## How To Find Jobs In Sports Management



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# Jobs In Sports Administration



The sports industry is a \$400 billion industry that is one of the most sought after fields to work around. There's the constant struggle of business professionals looking to move from another industry to sports along with thousands of students graduating every year that want to work in sports.

But that's where you come in: the student, the young professional, or the individual with a handful of years of experience that's looking to make a name for yourself in the industry. Because the sports world is becoming more complicated and more commercial, there's a need for educated individuals with real-world experience to fill jobs in sports administration.

## Types Of Jobs In Sports Administration



Jobs in sports administration cross over a lot with jobs in sports management.

The two niches obviously involve the business side of the sports industry and because of their competitive nature, it's extremely difficult for recent college graduates to break into the industry.

For those fortunate enough to obtain an entry-level position, it's long hours, minimal wage, and a continuing battle to move up the corporate ladder.

[Jobs in sports administration](#) include, but aren't limited to, the following positions:

- ✓ Athletic director

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- ✓ General manger
- ✓ Associate director of marketing
- ✓ Assistant director of facilities
- ✓ Director of youth sports
- ✓ Media relations director
- ✓ Advertising sales representative
- ✓ Guest service manager
- ✓ Vice president of finance/accounting
- ✓ Ticket manager
- ✓ Special event promotions manger
- ✓ Tournament planner
- ✓ Sports information director
- ✓ Customer relations director

## How To Get Jobs In Sports Administration



So you're goal is to work in the front office of the National Football League? Or, maybe you'd like to work in Colorado Springs, Co. at the U.S. Olympic Committee's headquarters?

Jobs in sports administration are definitely attainable, but only if you put yourself in the best possible position to advance your career.

It's obviously necessary to obtain at least an undergraduate degree, but that is just the beginning. Attending sports conferences, volunteering at local events, and connecting with sports industry professionals afford you an opportunity to help you land those jobs in sports administration.

Checking out sports-specific job boards such as [WorkinSports.com](http://WorkinSports.com) and [TeamworkOnline](http://TeamworkOnline) are great areas to look for [jobs in sports](#) as well.

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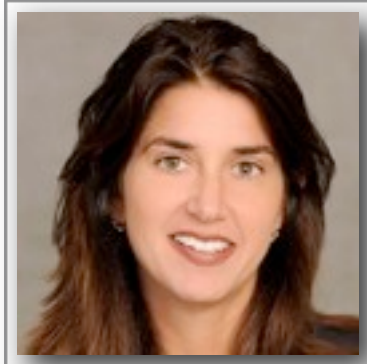


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## Laura Gentile — Vice President, espnW



Laura Gentile is Vice President of espnW, ESPN's first dedicated business built to serve, inform and inspire female athletes and fans.

espnW initially launched in Dec. 2010 as a blog and evolved as of April 2011 to an enhanced web site at espnW.com. The site endeavors to become the premiere site for women's sports and provides commentary, in-depth features and storytelling on the sports world at large.

The espnW brand lives across social platforms, mobile, events such as the espnW: Women + Sports Summit, television and films.

Below, Ms. Gentile offers one piece of advice on how to obtain [\*\*\*jobs in sports administration\*\*\*](#). Still, the advice can be applied across the entire sports world.

*"I would certainly recommend that you set very clear goals for yourself and have a good sense of what path you wanna take. You ought to know that you can do anything you set your mind to. So don't get too crazy that the path you set you have to stay on because there is a lot of adventure out there, there is a lot of opportunity out there. "You need openly to show that you are a results-driven person, that you can make things happen and you're somebody to be trusted and invested in from an intelligence perspective and a go getter perspective."*

Connect with her on [Twitter](#) as well as [LinkedIn](#).

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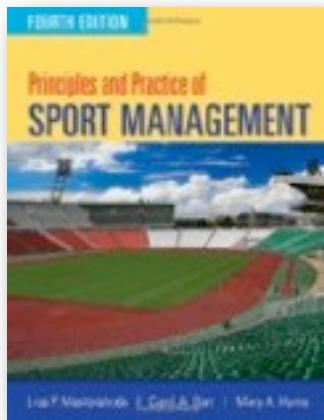
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## College Programs That Can Help You Land Jobs In Sports Administration



Like many niches within the sports industry, sports administration is a highly-competitive field of study.

Some colleges and universities within the United States offering similar programs have clearly made a name for themselves, such as Ohio University.

By participating in a sports administration program — especially at the graduate level — it allows you to expand your network and gain real world experience that can be certainly beneficial in the long run.

Below, Sports Networker highlights a few universities where aspiring sports business professionals can obtain a worthwhile experience before hopefully landing their dream job.

### Ohio University — Department Of Sports Administration



Even since the introduction of the Master's of Sports Administration degree in 1966, Ohio University has been a nationally-recognized school for its program. Through the Department of Sports Administration, the University offers the **Professional MSA** degree through an online format for practicing professionals.

The overall experience teaches students the skills necessary for sales, management, and marketing positions within the sports industry. In addition, participants are informed of the challenges within the industry and how to face them head on in the competitive business world.

The two-year **MBA/MSA degree** at Ohio University combines the business part of the MBA program with the sports-specific knowledge learned during the Master's of Sports Administration. A few years ago, the MBA program was highlighted on BusinessWeek's List for Best Business Programs in the country.

**Contact:** [MBA/MSA Program](#), [MSA Program](#) and [Professional MSA Program](#) - Apply [here](#).

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## University Of North Carolina — Department Of Exercise And Sport Science



The **undergraduate program** at the University of North Carolina ultimately prepares students to work in high-level sports setting by providing classes to sports-related business.

The different topics included within the curriculum include sports marketing, facility and event management, community relations, sponsorship, and other areas within the sports industry.

Additionally, the University offers a **graduate program**, which has been in existence for 30 years. Like the undergraduate degree, this program provides academic as well as practical experiences to its students in order to better themselves to work in the sports industry post-graduation.

**Contact:** [Graduate Program](#) - Apply [here](#), [Undergraduate Program](#) - Apply [here](#).

**Social Media:** [Facebook](#)

## Belmont University - Master Of Sport Administration



The Master of Sport Administration at Belmont University is an application-based program designed to prepare you for work in the sport industry.

It provides you the opportunity to gain knowledge and skills through an advanced curriculum while also completing internship experiences in the sport industry.

You can complete the Master of Sport Administration in two calendar years of full time study or continue to work while you take classes part-time.

While you complete your graduate studies you will be in the heart of the sport industry in Nashville, TN amid many opportunities for internships, networking, and career placement. Nashville is the home to many professional sports organizations such as the NFL's Tennessee Titans, NHL's Nashville Predators, AAA Baseball's Nashville Sounds, and several university level athletic departments.

**Contact:** [Graduate Program](#) - Apply [here](#). | **Social Media:** [Facebook](#), [Twitter](#)

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## Testimonials From Belmont Students About MSA Program



Click here to watch this video --> <http://www.sportsnetworker.com/jobs-in-sports-administration>

### Wayne State University - MSA Program



The Master of Arts degree in Sports Administration at Wayne State University can help make that dream of working in the sports industry a reality.

Located in the heart of one of the country's biggest sports towns, Detroit offers a myriad of opportunities for internships, networking, and career placement.

The MA program in Sports Administration is designed to prepare students for a career within the broad spectrum of sports programs, agencies, and related organizations.

Students gain knowledge and skills through coursework in four areas of specialization: interscholastic athletic administration, intercollegiate athletic administration, professional sports administration, or commercial sports administration. They also gain practical experience through an internship in the sports industry.

Contact: [Graduate Program](#) - Apply [here](#).

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## Jobs In Sports Entertainment

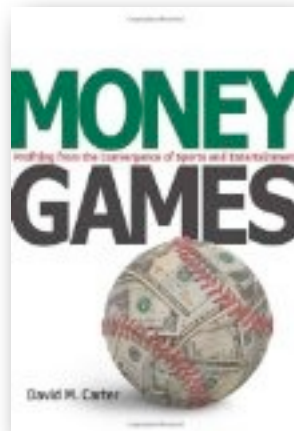


The sports and entertainment worlds are quickly converging into a well-popularized industry that has become one of the most sought after niches in sports. Underneath the glitz and glam of jobs in sports entertainment, though, there's an underlying business world.

Whether you want to be the next Jerry Maguire, work in Event Production at the Rose Bowl, or assist in the marketing of athletes and entertainers at a large-scale firm, you'll be immersed in the world of sports entertainment.

Below, Sports Networker examines how to obtain those dream [jobs in sports](#) and more specifically, jobs that intersect with the entertainment industry as well.

### Types Of Jobs In Sports Entertainment



Jobs in sports entertainment encompass a wide range of positions within the industry.

With college programs actually offering sports and entertainment undergraduate and graduate degrees, students can enter the workforce with a better understanding of how the industry works.

Below is a list of exciting career opportunities for students interested in jobs in sports entertainment:

- ✓ Athletic director
- ✓ Sports/entertainment agent
- ✓ Athletics administrator
- ✓ Athletic promotions specialist

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- ✓ College bowl chairperson
- ✓ Entertainer's representative
- ✓ Entertainment administrator
- ✓ Business manager
- ✓ Sports/entertainment promotions specialist
- ✓ Sports club manager
- ✓ Sports information director
- ✓ Program/talent director
- ✓ Stadium/arena manager
- ✓ Stadium/arena director of promotions
- ✓ Sports/entertainment attorney
- ✓ Sports/entertainment professor

## How To Get Jobs In Sports Entertainment



[Jobs in sports entertainment](#) clearly fall under the 'sexy' industry of sports in general. There's no cookie-cutter method or path to working in sports entertainment.

With the end goal in mind, though, individuals can better navigate their way to a dream job in sports.

San Francisco 49ers Public Address Announcer and Sports Career Coach, **Matt Crevin**, has one piece of advice to obtaining the job of your dreams: be authentic.

According to Mr. Crevin, *"It means to go about your career search with passion, integrity and professionalism but first and foremost be yourself and let that be your guiding principle. Too many people try too hard to be someone they are not and get caught eventually. Why not show your true colors and be genuine right from the start."*

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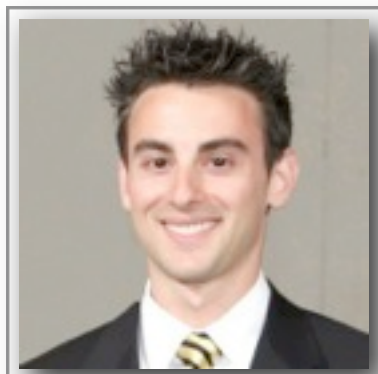


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## Darren Heitner, Esquire — Sports And Entertainment Attorney



South Florida-based attorney, Darren Heitner, is one of the young up-and-coming minds in the sports and entertainment industry.

He focuses his practice on sports, entertainment, music, and intellectual property, among others.

Besides practicing law, Mr. Heitner is a weekly contributor for Forbes.com as well as a Professor of Sports Agency Management at Indiana University in Bloomington. He's also the Founder of SportsAgentBlog.com, a leading industry publication dealing with the sports agency

business.

Below, Mr. Heitner offers his insight to those individuals aspiring to obtain [jobs in sports entertainment](#).

Connect with him on [Twitter](#) as well as [LinkedIn](#); you can find his website, SportsAgentBlog.com, [here](#).

### 1. What initially drove you to pursue a career in sports and entertainment?

*"I have heard many professionals say that it is a mistake to pursue a career in sports and/or entertainment based on an interest and passion for watching and/or participating in same; however, I would be lying if I said that was not a chief reason for my drive to get involved in sports business. I decided to combine that passion with my desire to learn and practice law, and originally created a sports agency company from scratch. Eventually, I determined that sports agency did not satisfy me on an intellectual level (there were many other reasons why I decided to exit the industry at a young age). But I am still very active, if not more entrenched, in the business of sports via my legal practice, writing, teaching and various other pursuits."*

### 2. What one piece of advice would you give people pursuing jobs in sports entertainment?

*"Ignore what other people tell you; chart your own path. I was blessed to have created Sports Agent Blog in 2005 and lead the Sports Law Society at the University of Florida Levin College of Law, which brought powerful sports business leaders to the university while I was a law student. Between the two ventures, I was able to introduce myself to and build strong relationships with key industry persons, which allowed me to gain the*

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support that has allowed me to build my own brand over the years and provided a base of knowledge for me to tap into. Be bold. Do something that will change the industry for the better and establish your intellect to the relevant community.”

### 3. What is one positive and one negative from working in the sports and entertainment industry?

*“A negative is the unpredictable hours. If you want to work in sports, you need to learn to work on your clients’ time, which is whenever they are available and willing to communicate. A positive is the attention. If you file a trademark application for your next door neighbor, nobody is going to write or read about it. Enter into a trademark dispute for a high profile athlete and you will have the major media entities tracking your every step. Perhaps some people do not like that added publicity, though.”*

## College Programs That Will Help You Land Jobs In Sports Entertainment



Since college programs in sports entertainment aren’t as popular as, let’s say, sports marketing or sports management programs, they are obviously a little bit harder to research.

Don’t worry, though.

SportsNetworker.com found a few schools that offer programs specific to landing jobs in sports entertainment.

In addition, we added a few other Universities that present similar degrees for those interested in sports entertainment.

### South Carolina — Department Of Sport And Entertainment Management



The **University of South Carolina** prepares undergraduate and graduate students for a variety of jobs in sports entertainment.

The University is one of the first major institutions to offer a separate department for the study of sports and entertainment. Both the faculty and staff help students enter the industry with superb knowledge, a strong alumni network, and the confidence to assume top-level jobs in sports entertainment.

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### Highlights From USC's Programs In Sports And Entertainment Management



Click to here watch this video --> <http://www.sportsnetworker.com/jobs-in-sports-entertainment>

### South Florida — College Of Business



The University of South Florida and the NHL's Tampa Bay Lightning have partnered together to offer the **MBA in Sports and Entertainment Management**.

The program emphasizes the business fundamentals of sports, including management, marketing, finance, economics, and accounting.

The newly-adopted program offers classes that are tailored toward the business of sports as well as an internship. This internship provides graduate students real-world opportunities to help them experience how those classroom principles play out in the industry.

Contact: [MBA Program](#) - Apply [here](#). | Social Media: [Facebook](#), [Twitter](#)

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## South Florida's MBA Program In Sports And Entertainment Management



Click here to watch this video --> <http://www.sportsnetworker.com/jobs-in-sports-entertainment>

### University Of Colorado (Denver)



The sports industry is the sixth largest industry in the United States and the sports and entertainment industries are converging.

To become a professional in these industries, you need special skills.

Through this specialization at Colorado University, you gain the tools to get ahead in both the sports management and entertainment management industries.

Classes in the MBA Program include finance in sports and entertainment industries along with sports and entertainment management and law and negotiation in sports and entertainment.

**Contact:** [MBA Program](#) - Apply [here](#). | **Social Media:** [Facebook](#), [LinkedIn](#)

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## Hofstra University – Sports And Entertainment MBA



The MBA Program was recently revised to better reflect the actual environment in which contemporary managers must make decisions, often under conditions of uncertainty.

Courses in the Hofstra M.B.A. Program expose students to innovative strategies, group interaction, and simulated business situations.

The curriculum emphasizes a cross-functional approach to teaching. It also provides an experiential learning component within which students engage in business consulting and corporate internships as a means of refining their managerial skills. Students gain hands-on experience with technology, acquire a perspective on modern and international business practices.

Classes within the Sports and Entertainment MBA include sports and entertainment marketing, media in sports and entertainment industries, and sports and entertainment management.

Contact: [MBA Program](#) - Apply [here](#).

## How To Find Jobs In Sports Entertainment



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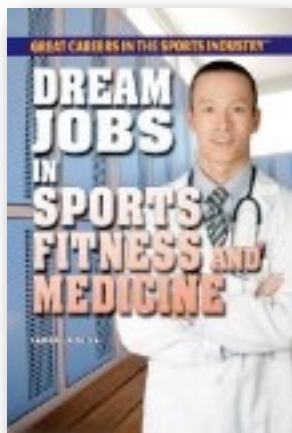
## Jobs In Sports Medicine



You're a first-year medical school student at a major university, and you're contemplating your future plans. You've come to the realization that you want to eventually combine your M.D. degree with your love for sports. Those jobs in sports medicine seem rather appealing, right?

Yet, there's just one problem — in medical school, you'll have very minimal experience with athletes, sports-related injuries, and other aspects of the industry. Look no further than a fellowship in sports medicine, a one or two-year program following the completion of medical school and a residency. In the fellowship, you'll specialize directly in sports. We've drilled down into the ins and outs of jobs in sports medicine, but specifically, highlight the sports-related fellowships. If you are looking for information on jobs in sports and fitness and jobs in sports and recreation, stay tuned for future articles on Sports Networker.

### Types Of Jobs In Sports Medicine



Job prospects for medical doctors pursuing a career in sports medicine are better than average along with the salary potential as well.

Some professional sports teams hire their own doctors while other hospitals and clinics pay a particular team so that they're listed as a sponsor.

Moreover, they then provide their own sports doctors to assist at practices and games.

Following the completion of a one or two-year fellowship

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program, a physician can dive into any number of jobs in sports medicine. Below are just a few examples:

- ✓ Sports medicine orthopaedic physician
- ✓ Sports medicine primary care physician
- ✓ Pediatric sports doctor
- ✓ Physician specialist in sports medicine (knee, hip, shoulder, etc.)
- ✓ Professional/collegiate sports team doctor
- ✓ Professor/educator of sports medicine

## How To Jobs In Sports Medicine



Sports doctors are typically excellent problem solvers, good communicators, and possess empathy and compassion as well.

***Jobs in sports medicine*** in a clinic or hospital will provide a sports physician with opportunities for advancement based on one's prior education, experience, and other various factors.

Sports doctors with extensive experience and further education may be able to take on future management roles, become a chief physician with a particular team, or oversee a sports medicine fellowship program.

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## Physician Discusses Why He Pursued A Job In Sports Medicine



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## College Programs That Will Help You Land Jobs In Sports Medicine



Once a prospective student has completed his or her four years of medical school and an additional residency, now he/she can apply for a sports-related fellowship program at a local university.

When pursuing [jobs in sports](#), individuals should consider whether or not they want to specialize in a particular field.

Do you want to be a primary care doctor that focuses on sports-related injuries? Would you rather concentrate on the surgical aspect of sports medicine? How about narrowing your speciality to just caring for athletes' shoulders and hips?

Students passionate about jobs in sports medicine can also consider a particular program's location and whether that does or doesn't offer the practical experiences they want as they move toward their dream job. For example, a Pac-12 or Big Ten athletic program may offer sports medicine students within a particular fellowship the

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opportunity to interact with collegiate athletes and team sports.

However, maybe a smaller university's sports medicine fellowship provides more opportunities in a clinical setting. Or a big city university is more well known for research regarding sports medicine and how to prevent sports-related injuries.



Below, we've focused on two universities — **USC and Stanford University** — that offer sports-related fellowships following completion of medical school and a residency. We've also listed a few other programs at **Duke University, Vanderbilt University**, and others that offer fellowships for individuals looking to obtain those dream jobs in sports medicine.

### University Of Southern California — Keck School Of Medicine



For the **Athletic Medicine Fellowship** at the **USC Keck School of Medicine**, the sports medicine fellow will be exposed to both teaching and research.

However, there will also be a substantial clinical base where the fellow will gain practical experience in the care of athletes.

The program also places an emphasis on the fellow gaining practice in the care of undergraduate athletes, inside the training room as well as on the court/field.

**Contact:** [Athletic Medicine Fellowship](#) - Apply [here](#). | **Social Media:** [Twitter](#), [YouTube](#)

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## USC's School Of Medicine Offers Fellowship In Sports Medicine



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### Stanford University School Of Medicine



The goal of the Stanford University PM&R (Physical Medicine and Rehabilitation) Sports Medicine Fellowship is to provide soon-to-be physicians with additional training in sports medicine.

Like similar sports medicine fellowships, the fellow will be exposed to Division-I athletes and teams along with club athletes; the fellow will also help treat disabled athletes at the Palo Alto Veterans Hospital and manage sports-related injuries and ailments. **Stanford** offers not one, but two, sports-related fellowships within the School of Medicine.

The **Sports Medicine Fellowship** offers a fellow wide exposure to [jobs in sports medicine](#). Fellows will participate in team coverage and event management with Stanford's collegiate teams, other local universities/colleges, the San Francisco 49ers organization, and other professional and recreational events. Here, fellows will be exposed to the very sports medicine-related procedures of reconstructive surgeries (knee, hip, elbow, etc.).

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## Stanford School Of Medicine Excels As One Of World's Best Graduate Schools



Click here to watch this video --> <http://www.sportsnetworker.com/jobs-in-sports-medicine>

## Vanderbilt University



Vanderbilt University's School of Medicine offers two sports medicine fellowships. The **Orthopaedic Sports Medicine & Shoulder Surgery Fellowship** is a one-year program in which candidates actively participate in the coverage of SEC varsity and high school athletes.

Fellows focus on developing skills in all aspects of the musculoskeletal examination, ligament reconstruction, and arthroscopic surgery of the knee, shoulder, ankle, and elbow.

The **Pediatric Sports Medicine Fellowship Program** welcomes applicants with backgrounds in pediatrics, internal medicine and emergency medicine. In addition to the primary focus of learning musculoskeletal examination skills, fellows also focus on systemic and general medical concerns of athletes such as exercise-induced asthma,

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nutritional guidance, and prevention and rehabilitation of athletic injuries via appropriate training therapy methods.

**Contact:** [Sports Medicine/Shoulder Surgery Fellowship](#) - Apply [here](#). [Sports Medicine/Primary Care Fellowship – Apply here](#). | **Social Media:** [Twitter](#), [Facebook](#)

## Duke University



The **Duke Primary Care Sports Medicine Fellowship** is a one-year ACGME accredited program open to physicians who have completed residency training in the fields of family medicine, pediatrics, internal medicine, and emergency medicine.

The purpose of the program is to enable primary care physicians to develop expertise in the area of sports medicine. There are a variety of exceptional experiences offered in the Duke Sports Medicine Fellowship, including high school, collegiate and professional team coverage.

Duke University also offers a **Sports Medicine & Shoulder Fellowship**; the objective is to give the fellows the basis to provide excellent clinical care and become research leaders in the field of orthopaedic sports medicine. There are two main facets that provide this: the clinical experience and the research experience. The clinical experience is divided into outpatient office, surgical, training room and event coverage experience. The research experience is directed towards both a clinical and basic science experience.

**Contact:** [Sports Medicine & Shoulder](#) - Apply [here](#). [Primary Care - Apply here](#).

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# How To Find Jobs In Sports Medicine



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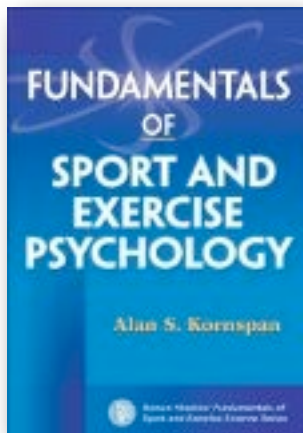
# Jobs In Sports Psychology



Want to help professional athletes perform at their most optimal level? Or how about guide a struggling youth overcome his or her mental problems on the field or in the gym?

Well, how about becoming a sports psychologist. Sports psychologists focus on athletes' and coaches' minds — both young and old — in order to help them achieve their goals on and off the field of play. Additionally, sports psychologists assist athletes in recovering from injuries as well as coping with the day-to-day pressures of competition.

## Types Of Jobs In Sports Psychology



Jobs in sports psychology combine knowledge from psychology as well as kinesiology.

In addition, it analyzes how psychological factors affect athletic performance and conversely, how participation in sports affect psychological factors as well.

Along with instruction of psychological skills for performance, sports psychology can include work with coaches, athletes, and parents that involves injury, rehabilitation, team building, and career transition.

Below is a list of the types of [\*jobs in sports psychology\*](#) that someone can obtain following post-secondary education:

### Sports Psychologists in Private Practice

- ✓ Mental training consultant or sports psychologist for a professional sport agent

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- ✓ Mental training consultant in private practice
- ✓ Mental sports psychologist for an Olympic training center
- ✓ Mental training consultant at a sports academy
- ✓ Psychologist or counselor for a sports medicine clinic or hospital department

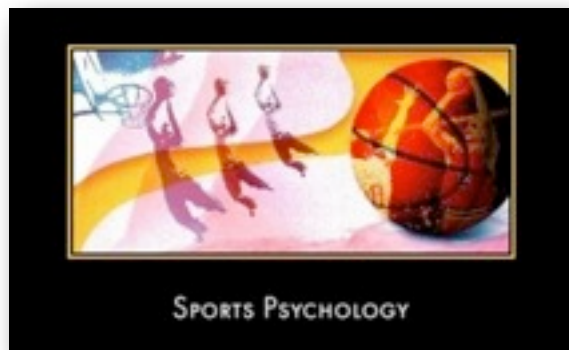
### Academic Positions

- ✓ Instructor of sports and exercise psychology at a university
- ✓ Sports psychologist for university athletic department
- ✓ Mental training consultant or sports psychologist for a professional sports organization

### Athlete Development

- ✓ Academic coach
- ✓ Athlete liaison officer
- ✓ Athletic counselor
- ✓ Athlete career and education advisor
- ✓ Director of athlete lifestyle services
- ✓ Director of player development for a professional sports team or league
- ✓ Life skills educator for a youth sport and development organization
- ✓ Performance lifestyle coordinator for a professional sport league or organization
- ✓ Professional sport welfare officer
- ✓ Player development manager

## How To Get Jobs In Sports Psychology



There's no clear-cut way to any job within the sports industry, but for sports psychology, starting with an undergraduate degree focused in either psychology or sports psychology is a start.

Yet, according to Sports Psychologist, Dr. Dean Richardson, obtaining a broad education base is perhaps more important than specializing in any one field.

He iterated that it's important to gain some clinical experience and obtain your psychologist license before potentially moving your way toward those [jobs in sports](#).

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As a result, one would then have a wider choice for a career, and in turn, be more marketable to a potential employer, league, team, or organization.

### **Dr. Sean Richardson — Sports Psychologist**

Dr. Richardson is an expert in the psychology of high performance, whether in business, sport or performing arts. He works one-on-one with clients as a coach and mentor, and in group settings as a trainer, facilitator, and speaker.



In his practice, he combines a background of elite sport with a PhD on overtraining and 10 years of psychological practice across multiple high performance disciplines.

Below, Dr. Richardson offers his insight to those individuals aspiring to obtain jobs in sports psychology. Some of his clients have included Mercedes Benz, the Canadian National Rowing Team, Racing Victoria, Pacific Sport Canada, and others.

Connect with Dr. Richardson on [LinkedIn](#) as well as [Twitter](#). You can find the full interview with CareersinPsychology.com and Dr. Richardson, [here](#).

#### **1. Advice on the education of sports psychology.**

*“For someone looking to get into sports psychology you have to really ask yourself, “What do you really want to do?” Most of the programs in North America and Canada focus on human movement or human kinetics. If you take one of these programs and get a PhD, you don’t actually get to be a psychologist. You are an expert in sports psychology but you don’t actually get to do practicums, you don’t do clinical skills, you don’t get to do internships, you don’t get to do the actual stuff that makes you a psychologist. So you really have to make sure that you find the right program if you want to work as an accredited psychologist.*”

*“Classical sports psychology is a mix of mental skills training, imagery, visualization, goal setting, and self talk. I find that in my practice, though I am only teaching the mental skills about 20-30 percent of the time. Most of the time I am just dealing with the human being in front of me; it’s a bit more of a counseling or coaching model. You’re trying to help them deal with things in their life that may be holding them back from achieving higher performance.”*

#### **2. On the difficulty of building your own brand or business.**

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*“I think it’s challenging in any area of psychology. As a registered psychologist, you create a lot of security for yourself by getting your license in the job field. That license is sort of a fallback so that you can accept members of the public. If you get like 10 hours per week from walk-in clients at \$200 per hour, you will be able to at least pay your bills and then focus additionally on your sports psychology roles.*”

*“In terms of marketing yourself, you have some channels through your different associations. But for me, it was all about professional development and experience. Often times universities don’t tell you how to build your business. They teach you how to work on patients, but they don’t teach you how to market and manage your own practice. Unless you’re going to get a job in a hospital as a clinical psychologist, you’re going to have to be a bit of an entrepreneur. I don’t want to say it’s difficult, you just have to be smart about it. You have to be proactive and find out which avenues will be fruitful.”*

### **3. Perks of being a sports psychologist.**

*“I have a very diverse career model. It’s not always sitting in an office talking to people. I occasionally get to be a professional keynote speaker, some speaking events can pay up to \$10,000 for a few hours of my time. That way I get to really share my experience, I get to do workshops, speaking, work clinically with clients, and more importantly, I get to help people try to be the best at what they do. I like to be able to help people. When someone comes to you and tells you that you have made a difference in their life, that really means a lot. Making a difference and getting to see the results in your clients is probably the best thing about the job.*”

*“The stuff that you learn in sports psychology is amazing. We are able to help people to find that extra edge in their lives, and it is a skill that you just don’t see in other areas of psychology. You can use that skill-set in many different areas if you’re smart and you diversify your career.”*

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## College Programs That Can Help You Land Jobs In Sports Psychology



Depending on where a student would like to work within the niche industry of sports psychology, one might need to obtain just an undergraduate degree.

However, Master's degrees as well as Doctorate programs are also available for those looking to obtain advanced jobs in sports psychology.

When deciding on a school to attend, students may wish to account for opportunities for hands-on experience along with internships that expose students to the working world. Or, students may place much-needed importance on study abroad opportunities.

Below, Sports Networker highlights a few universities that specialize in sports psychology and can help students land jobs in sports psychology.

### University Of North Texas — Center For Sport Psychology & Human Excellence



At the University of North Texas, there are two options for students interested in obtaining an education toward obtaining [jobs in sports psychology](#).

First, students can pursue a Master's degree in Kinesiology within the Department of Kinesiology, Health Promotion, and Recreation; this degree emphasizes the psychosocial aspects of sports in general.

Additionally, students can also obtain a Doctorate degree within the Psychology Department's APA-accredited counseling psychology program. Then, students in the program can specialize in sports. Following graduation from the doctoral program, individuals will then be eligible for licensure as a psychologist and certification as a sports consultant.

**Contact:** [Doctorate Program - Apply here](#). [Master's Program - Apply here](#).

**Social Media:** [Facebook](#)

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Click here to watch this video ---> <http://www.sportsnetworker.com/jobs-in-sports-psychology>

### Texas Christian University — Harris College Of Nursing & Health Sciences



The undergraduate major in sports psychology at Texas Christian University allows students to pursue a graduate degree in sports psychology, sports sociology, and exercise psychology as well. In addition, the major prepares students for positions in consulting and academia.

A graduate degree in sports psychology will have an emphasis on the utilization of psychological techniques to increase sports performance as well as the psychological benefits and downfalls of youth sports.

Within this area of study, students will be prepared for future careers in doctoral students, coaching, and leadership opportunities.

**Contract:** [Graduate Program](#) - Apply [here](#). [Undergraduate Program](#) - Apply [here](#).

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## John F. Kennedy University



The **Master of Arts Sport Psychology** program at JFK University has earned the distinction of one of the few in the United States that integrates performance enhancement techniques, counseling and sport science.

The coursework provides students with a breadth of knowledge in research, theory, counseling, psychopathology, kinesiology, sport injury and the application of psychology to areas like optimized athletic performance, at-risk youth and group dynamics.

For individuals interested in sport psychology and in working in a clinical setting and/or using clinical psychology skills in working with clients, John F. Kennedy University is pleased to offer an innovative program that enables individuals to work toward earning an MA in Sport Psychology and a PsyD degree concurrently.

This program provides a unique opportunity to train to work with both clinical clients and athletes and prepare to apply the skills and knowledge developed from both the fields of sport and clinical psychology.

**Contact:** [Dual Degree \(Master's/Doctorate\)](#) - Apply [here](#). [Master's Program](#) - Apply [here](#).

## How To Find Jobs In Sports Psychology



>>>>>>>> [Click Here To Find Jobs In Sports Psychology](#) <<<<<<<<<

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## Jobs In Sports Sales

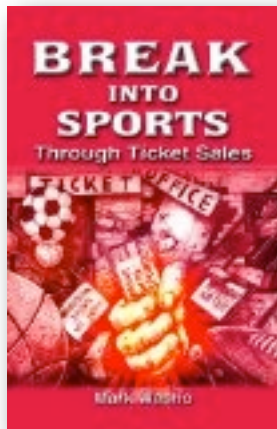


When people hear the phrase 'sports sales', they might immediately think of ticket sales. And yes, ticket sales are a huge component of sports sales and the sports industry as a whole.

But, what about sporting goods or equipment sales? Partnership sales or corporate sponsorships?

While sports sales certainly encompasses ticket/suite sales to a large degree, there's ever expanding areas of sports sales. The boundaries of sports sales continues to stretch, and with that, the possibility for individuals to obtain their dream jobs in sports sales arguably expands as well.

### Types Of Jobs In Sports Sales



Jobs in sports sales vary from entry-level positions as ticket sales representatives to front office executive roles as the team's vice president of ticket sales.

Others important [\*jobs in sports sales\*](#) include, but aren't limited to, the following positions:

- ✓ Inside sales representative
- ✓ Vice president of sales and marketing
- ✓ Advance ticket seller
- ✓ Account executive
- ✓ Sporting goods store sales representative
- ✓ Director of corporate suites
- ✓ Vice president of ticket sales

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- ✓ Manager of corporate partnership sales
- ✓ Director of suite sales and services
- ✓ Equipment sales representative
- ✓ Ticket account executive

## How To Get Jobs In Sports Sales



Jobs in sports sales are ideally suited for those individuals who are personable, competitive, creative, and aggressive.

Here is a great [article](#) outlining how six former/current inside ticket sales managers landed one of the very competitive jobs in sports sales.

Like most niches within the sports industry, sports sales requires unwavering hard-work; moreover, it might be the most valuable component of a professional/collegiate team or organization.

If you're interested in sports sales, attending sports sales combines, like the one [hosted by the Atlanta Hawks](#), is a great way to develop your sports sales skills and potentially land one of those coveted dream jobs in sports sales. In addition, sports sales combines are valuable tools that teams use in recruiting new sales team members.

Similarly, **Dave Neff — former Associate Director of Suite Sales and Services for the Indiana Pacers** — spent four years with Pacers Sports & Entertainment.

In his last role, Dave was responsible for driving new business in licensed suites as well as our individual event suite rentals. He also led the Pacers' suite services group working with our current suite holders.



Below he offers one piece of wisdom to individuals searching for [jobs in sports sales](#).

*“A high percentage of people break into sports through ticket sales. My advice would be to create a one-year timeline (could be a PowerPoint) of how you will develop and achieve success in your first sales role.*”

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*“I guarantee you not too many people are doing that for their first job. Many people do that for their second and third jobs – but not their first.”*

Connect with David on [Twitter](#) as well as [LinkedIn](#).

## College Programs That Can Help You Land Jobs In Sports Sales



Universities that offer sports sales-specific programs might be hard to come by in 2013.

While sports management, sports marketing, and sports administration programs are aplenty, undergraduate and even graduate programs centered around sales are surprisingly rarer than you may think.

However, Baylor University is the rare exception, as the Hankamer School of Business houses the Sports Sponsorship and Sales Program.

Below, Sports Networker also highlights the University of Oregon, and its Warsaw Marketing Center, a nationally and even globally recognized educational center on the West coast.

### Baylor University – Hankamer School of Business



Baylor University's **Sports Sponsorship and Sales Program (S3)**, which is housed in the Hankamer School of Business, is the only one of its kind, offering a complete undergraduate major in sports sales.

Prior to graduation, each student will complete two separate internships, so it's very clear that the program places much-needed emphasis on real-world sports industry experiences.

The University prides itself on placing its students at the highest level of professional sports, whether it's corporate sponsorship, customer/public relations management, and sports marketing.

**Contact:** [Undergraduate Program](#) - Apply [here](#). | **Social Media:** [Twitter](#), [Facebook](#)

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## S3 Program At Baylor University As Seen Through Students' Eyes



Click here to watch this video --> <http://www.sportsnetworker.com/jobs-in-sports-sales>

## University Of Oregon – Lundquist College Of Business



Based in Eugene, Ore., the University's Warsaw Sports Marketing Center was the nation's first sports business program housed at a college of business, and more specifically, the Lundquist College of Business.

Warsaw is world renown as an educational think tank for those passionate about concentrating in sports marketing.

The undergraduate program requires classes in sports marketing/research, sponsorship, and law and sports marketing.

The Sports Marketing Center is recognized by ESPN, *Sports Illustrated*, and *Sports Business Journal*, as one of the leading institutions in educating tomorrow's leaders in sports business.

**Contact:** [MBA Program](#) - Apply [here](#). | **Social Media:** [Facebook](#), [Twitter](#), [LinkedIn](#)

**Contact:** [Undergraduate Program](#) - Apply [here](#). | **Social Media:** [Facebook](#), [Twitter](#)

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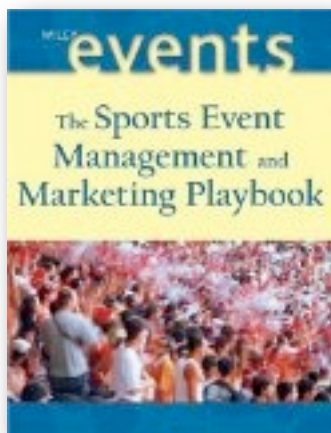
## Jobs In Sports Events



When you attend a big sporting event like the NCAA Final Four or the Super Bowl, for example, you might forget that there's a laundry list of people working behind the scenes to put on the event. Even for regular season games in the NBA or NFL, there's people working together to make sure the game is a worthwhile experience for the fans in attendance.

If you're interested in jobs in sports events, then read the following article, which gives a breakdown regarding jobs in sports events, additional insight from sports business professionals, and universities offering worthwhile programs tailored toward individuals aspiring to work in sports events.

### Types Of Jobs In Sports Events



Sports events jobs can be found at all levels. Whether it's with a minor professional hockey team, the NCAA Final Four, or the NBA Draft, there's countless opportunities for aspiring young professionals to work in the industry.

Jobs in sports events include, but aren't limited to, the following:

- ✓ Assistant Event Manager
- ✓ Facilities/Operations Coordinator
- ✓ Director of Stadium Security
- ✓ Assistant Director of Food and Beverage
- ✓ YMCA Director
- ✓ Scoreboard Event Operator
- ✓ Event Sales Assistant

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- ✓ Senior Event Manager
- ✓ Special Events Director
- ✓ Guest Services Manger
- ✓ Customer Relations Manager
- ✓ Executive Director of Facility Operations/Entertainment

## How To Get Jobs In Sports Events



If there's one area of the sports industry where there's ample opportunity to volunteer, it might be at sporting events. Think about how many events occur each and every single year?

[The NCAA Men's Basketball Final Four](#). The Senior Bowl. The NBA All Star Game. The NHL Draft. Not to mention, the countless number of regular season games both at the collegiate and professional levels.

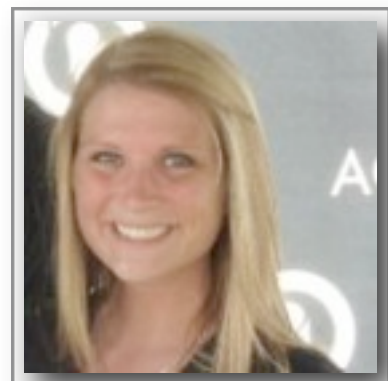
The list goes on and on, but you get the picture. It's just like any other area within the sports world — make connections, and lasting connections at that.

Besides volunteering at events, consider possibly attending sports career fairs, like the ones offered by the [Cleveland Cavaliers](#), and the [Chicago Wolves](#) in the coming months. Or attend sports networking conferences such as the [Sports Industry Networking Career Conference](#) held this February in Washington, D.C.

### Jenna Helton, Promotions Manger with ACTIVATE Drinks

Ms. Helton is a young business professional working for Activate Drinks, where she acts as the health drink company's public relations manages; she formerly worked at Pacific Sports LLC as a Marketing and Event Coordinator.

At ACTIVATE, though, she answers all incoming company emails, manages trade show logistics, and handles a number of other issues. Up to this point, most of her career experiences have been focused around event production, promotions and marketing.



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Below, she offers one piece of information that will help a sports business professional stand out from the crowd when applying for internships and future [jobs in sports](#).

*“I created my own portfolio. I took all of the items that I was proud of, emails that said what a great job I had done on a certain event that I helped put on, and my letters of recommendations all in one book for the employer to see. I believe this helped me stand out compared to other people in the applicant pool. I have heard of some people sending a pie with one piece missing with a letter saying, ‘I’m the missing piece, I look forward to speaking with you soon’.*

*“Or if you’re applying for a professional team, you could send a jersey with “Team” written on the back with a note saying, “I would love to be a part of your team”. You want to be able to set yourself a part from the other applicants, and do it in a way that is special to you.”*

Connect with Ms. Helton on [Twitter](#) and [LinkedIn](#).

## College Programs That Can Help You Land Jobs In Sports Events



College programs geared toward [jobs in sports events](#) might not be as plentiful as, maybe, programs in sports management or sports administration, but they indeed still exist.

The key is first figuring out what jobs in sports appeal to you.

If it’s possibly working in event management and facilities, then find a similar college program that meets your needs.

Sports Networker highlights a few institutions below that combine education in the classroom along with real-world experiences for students interested in jobs in sports events.

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## Syracuse University — David B. Falk College Of Sport & Human Dynamics



Syracuse University offers two options when it comes to obtaining an education toward pursuing those [jobs in sports events](#). Their Master of Science degree in Sport Venue and Event Management is unlike any other master's program.

The 36-credit hour graduate degree is focused on educational knowledge and skill development, leveraging experiential opportunities in the SU Carrier Dome, the only multi-purpose domed sports facility on a college campus. Master's students will gain real-world experience managing facilities and multi-faceted events in sports and entertainment.

The graduate program includes faculty from the Falk College's Department of Sport Management, as well as SU's School of Information Studies (iSchool), S.I. Newhouse School of Public Communications, and the Martin J. Whitman School of Management. In addition, the school offers a Sport Hospitality and Event Management minor in the College of Sport and Human Dynamics.

**Contact:** [Graduate Program, Undergraduate Minor Program - Apply here](#).

**Social Media:** [Facebook](#), [Twitter](#), [LinkedIn](#)

## Elon University — School Of Communications



Elon University's Sport and Event Management major focus on five core study areas of leisure management: facilities, sport (spectator and participant), tourism, public recreation, and cultural arts.

Along with the undergraduate major, the school has a 20-hour minor in Sport and Event Management as well.

The University also has the Premier Sport and Event Society, a student run organization that offers its members professional experience related to career interests in various industries. This outside of the classroom experience is achieved through various event planning activities, networking opportunities, and educational pursuits.

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The Society is quickly becoming a premier organization for students to be involved with. Regardless of whether you're interested in sports tourism, facilities, or public recreation, this is a great group to join for anyone seeking a career in the sport and event management industry.

**Contact:** [Undergraduate Major Program](#) - Apply [here](#). | [Undergraduate Minor Program](#) - Apply [here](#). | **Social Media:** [Facebook](#), [Twitter](#)

### University of Texas at San Antonio



The University of Texas at San Antonio offers a Bachelor's Degree of Business Administration in Sport, Event, and Tourism management.

The degree is housed in the College of Business and the Department of Marketing.

The sport, event, and tourism management degree provides the opportunity for a comprehensive business education that can allow students to enter into careers in sport management and marketing, event management, travel and tourism, and destination marketing.

The minimum number of semester credit hours required for this degree is 120, at least 39 of which must be at the upper-division level.

**Contact:** [Undergraduate Program](#) - Apply [here](#).

### University Of South Carolina - College of Hospitality, Retail/Sport Management



The **Master of Science in Sport and Entertainment Management (MSEM)** is designed to train students for management and leadership roles in the sport, entertainment, and venue industries.

The degree program offers the graduate curriculum with the most comprehensive emphasis on venue management (arenas, stadiums, amphitheaters, etc.) and professional and personal growth in an atmosphere that cultivates long-term networking opportunities leading to expanded career opportunities

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When considering South Carolina’s undergraduate major in Sports and Entertainment Management, students should view the Sport and Entertainment industries from a “business” perspective. The curriculum is a business oriented degree tailored to meet the specific conditions and demands of the Sport and Entertainment industries.

**Contact:** [Graduate Program](#) - Apply [here](#). | [Undergraduate Program](#) - Apply [here](#).

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## How To Find Jobs In Sports Events



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## Jobs In Sports Media

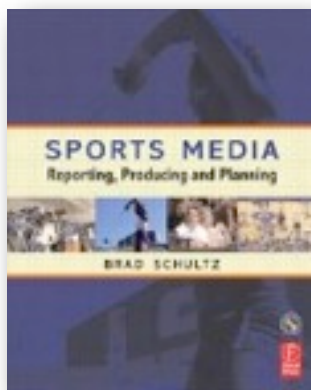


Sports media is certainly a well recognized niche sector within the larger sports industry. There are the larger media outlets like ABC, NBC, CBS Sports, and Fox Sports, with jobs with these particular companies as arguably some of the most sought after jobs in sports media.

However, there are so many other additional job opportunities in sports media, whether it's with a professional or collegiate team, a regional newspaper, or a media website.

Below, Sports Networker examines how to obtain those particular dream jobs in sports media, highlights some college programs that offer concentrations in media, and provides advice from sports industry professionals on how to break into the industry.

### Types Of Jobs In Sports Media



Jobs in sports media expand across a very wide spectrum; they include jobs as a sports writer or editor along with positions in sports broadcasting and media relations.

Additionally, [\*\*\*jobs in sports media\*\*\*](#) include some of the following:

- ✓ Sports editor
  - ✓ Digital editor/producer
  - ✓ Photographer
  - ✓ Multimedia reporter
  - ✓ Director/coordinator of social media
- ✓ Sports writer

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- ✓ Graphic designer
- ✓ Film/video producer
- ✓ Radio/television broadcaster
- ✓ Sports commentator
- ✓ Sports analyst
- ✓ Researcher/programmer
- ✓ Director of media relations

## How To Get Jobs In Sports Media



The sports industry is already super competitive by nature, but attempting to obtain jobs in sports media might be an even tougher niche to break into for young business professionals.

Whether it's working in public relations, as a graphic designer, or a sports commentator in a big market, an undergraduate degree, experience in the industry in the form of internships/jobs, networking, and a little luck are all vital components to advancing in the sports world.

**Greg Rakestraw — former Vice President of Programming and Content for HomeTown Sports** — offers some wisdom to individuals searching for sports media jobs.

*“Never turn down an opportunity to expand your resume. Experience is the most important aspect of the sports industry.”*

*“Network as much and as frequently as you can. Always be looking for opportunities to add different dimensions to your resume.”*

Connect with him on [Twitter](#) along with [LinkedIn](#).




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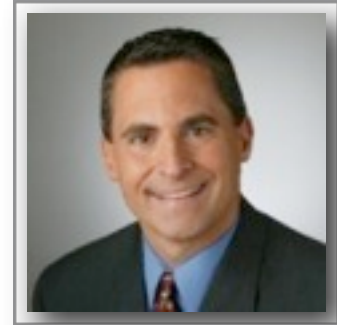


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**Chris Denari, current television play-by-play announcer of the Indiana Pacers**, also provides valuable advice for aspiring young professionals pursuing jobs in sports media.



*“I think the most creative thing you can do is simple...work hard and network with as many people as possible. Don’t hesitate to ask questions and get to know as many people as possible in the business.”*

*“Ultimately...your work has to be good enough to get you the job. But usually...there are others who have the same skills as you do but if your connections are stronger...you will get the job.”*

Connect with him on [Twitter](#) as well as [LinkedIn](#).

## College Programs That Can Help You Land Jobs In Sports Media



Aspiring sports business professionals who wish to land those dream [jobs in sports](#), and specifically, along the media side, should first consider journalism and communications-based college programs.

When individuals are in the process of choosing a program, students will want to consider the program’s reputation for placing students in quality internships; internships — especially in

such a competitive field like sports media — are essential toward advancing a sports career.

Internships give individuals hands-on experience and allow students to utilize the tools they’ve learned in the classroom in a real-world setting.

Moreover, internships in sports media also give students the opportunity to network with industry professionals and establish relationships with fellow colleagues during their 8-12 week internship.

Below are just a few highlighted programs that will provide students the necessary resources in pursuing [jobs in sports media](#).

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## University Of Missouri – School Of Journalism



According to the University of Missouri, the School of Journalism’s curriculums “have a heartbeat.”

The J-school prides itself on academic excellence in the classroom in addition to hands-on training with established professionals in the industry.

As the school’s website states, “Each level breathes, grows and is ever-changing with new developments in the industry, in our country and in the world.”

Missouri offers a wide array of programs to aspiring journalists, including doctoral and journalism-law programs.

**Contact:** [Doctoral Program - Apply here](#). [Graduate Program - Apply here](#).

**Contact:** [Undergraduate Program - Apply here](#). | **Social Media:** [Twitter](#)

## Columbia University – Graduate School Of Journalism



Columbia University’s Graduate School of Journalism is the only journalism school in the Ivy League, providing journalists with a unique opportunity to hone and deepen their skills.

For 100 years, the J-school has been a program that stresses academic rigor, ethics, journalistic inquiry, and professional practice.

Additionally, Columbia’s mission is to provide students the necessary tools that will guide them over the long term as journalists, which includes individual coaching in reporting and writing by nationally recognized journalists on the school’s faculty.

**Contact:** [All Graduate-Level Programs - Apply here](#).

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## Northwestern University – Medill School Of Journalism



Northwestern University's Medill School of Journalism provides a solid foundation for journalists' future success in the industry.

Multimedia storytelling is implemented throughout all reporting classes. As early as undergraduates' sophomore years, students experience real-world, hands-on reporting and as upperclassmen, they spend a full quarter working with a magazine, newspaper, or even a television station.

Graduate-level students work in huge metropolises like Chicago and Washington D.C. and file multimedia stories that are distributed to newspaper, magazine, and broadcast clients.

**Contact:** [Graduate Program](#) - Apply [here](#). [Undergraduate Program](#) - Apply [here](#).

**Social Media:** [Facebook](#), [Twitter](#), [YouTube](#)



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## University Of Georgia — Grady College Of Journalism/Mass Communications



The Grady College of Journalism/Mass Communications offers two graduate degrees, the Master of Arts in Journalism & Mass Communication and the Ph.D. in Mass Communication.

Additionally, the University of Georgia provides its undergraduate students with varying opportunities, including degrees in digital and broadcast journalism, four different degrees directly in the Department of Journalism, and also programs in advertising and public relations.

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## How To Find Jobs In Sports Media



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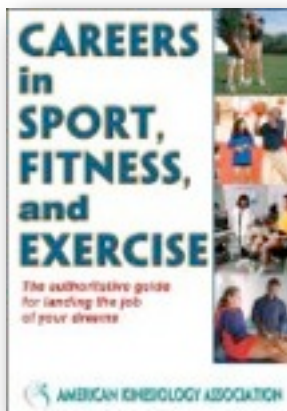
## Jobs In Sports And Fitness



You've heard about jobs in sports medicine – those illustrious, high-profiled professional sports gigs where the team physician runs onto the NFL field to inspect an injured star player. But, how about those behind-the-scenes careers, specifically ***jobs in sports and fitness***, a subcategory of sports medicine? Ever thought about pursuing a job in this particular field?

Physical therapists, sports dietitians, athletic trainers, physical education teachers, and other careers are within jobs in sports and fitness. The spectrum extends even further, but here, Sports Networker highlights physical therapy and athletic training, arguably two of the most popular career paths within sports and fitness.

### Types Of Jobs In Sports And Fitness



Careers in jobs in sports and fitness fall underneath sports medicine, a broader category that encompasses a wide range of jobs in sports.

From jobs in sports and fitness to health, psychology, and other similar fields, an aspiring young professional has a lot of jobs to choose from — the difficult part is first figuring out what you want to pursue in sports.

Some examples of jobs in sports and fitness include the following:

- ✓ Athletic trainer (college or university sports team)
- ✓ Personal trainer
- ✓ Strength/conditioning coach

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- ✓ Fitness specialist
- ✓ Physical education teacher
- ✓ Physical therapist
- ✓ Sports dietitian
- ✓ Physical therapist
- ✓ Occupational therapist
- ✓ Physician assistant
- ✓ Kinesiology professor/research

## How To Get Jobs In Sports And Fitness



Like any other career in sports, [jobs in sports and fitness](#) require extensive education, work experience, and a commitment to going above and beyond the competition.

The field of sports medicine — and specifically sports and fitness — continues to grow along with the education available to aspiring professionals.

To have a better chance of obtaining a dream job, it's important to constantly network and develop relationships with those individuals that you admire and would like to aspire to become.

As the common phrase goes, it's not what you know, but who you know. Better yet, it's who knows YOU.

### Mike Reinold, Head Physical Therapist with the Boston Red Sox

Sports Networker features three of Mr. Reinold's career tips to landing those dream [jobs in sports](#) — check out all five [here](#) on his informative blog.

Connect with Mr. Reinold on [Twitter](#) as well as [LinkedIn](#).

#### 1. “Determine what exactly you would call a dream job.”

*“I would recommend you spend some time in your potential field in high school or early in college to see what a day-in-the-life is for people in the field you want to go into. Many people don't realize how challenging sports medicine is as a profession. You need to be*



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*energetic, compassionate, patient, and love to interact with people. People also don't often realize what a normal work day is like.*

*"I work 12-hour days, 7-days a week, for 9 straight months. I am not kidding or exaggerating. Check out a baseball schedule; there are no days off...As a physical therapist in a clinic, you are performing a service and your fate is determined by your patients."*

## **2. "Associate yourself with the best."**

*"My next tip may be one of the most important. You need to seek out the best people in your field and learn, work, and grow with them. With hard work, time, and a lot of effort you will become one of them. That is what I did...Over the course of almost eight years, I progressed from a student research position, then did a year long sports medicine fellowship. Five years later, I was the Director of Rehabilitation. I put myself in a position where I was desirable to baseball teams.*

*"This also goes for networking. Unfortunately, it is all about politics and who you know... Look for mentors, look for friends, and look for opportunities."*

## **3. "Work your way up."**

*"It is near impossible to reach the level of professional sports without spending time in the trenches. High school and collegiate athletics is a step in the right direction. Internships are very popular in professional sports and essential to getting your foot in the door.*

*"Seek out the professional sports medicine association of the sport you are interested in, and look into doing an internship or volunteering, even if it is just for training camp. Nothing beats experience, so the more specific your experience can be the better."*



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## College Programs That Can Help You Land Jobs In Sports And Fitness

### SPORTS & FITNESS



Departments of kinesiology, physical therapy, and other similar areas of study should first be judged on the quality of programs they offer.

Typically, the elite programs require internships, offer research opportunities for students, and promote volunteer and community projects for individuals to participate in.

Below are a few areas to consider when finalizing your education toward a career in sports and fitness:

- ✓ Select a college or university that suits your general tastes.
- ✓ Peruse the academic catalog.
- ✓ Review the department website — how ‘alive’ is the department?
- ✓ Examine the faculty directory of the department on the website.
- ✓ Plan a visit to the department.
- ✓ Talk to students during your visit.

### University Of Pittsburgh — School Of Health/Rehabilitation Sciences (Physical Therapy)



Offering a very reputable physical therapy program, the University of Pittsburgh educates its students to assist people in overcoming function, movement, and mobility challenges.

The clinical program partners with the University of Pittsburgh Medical Center along with the Center for Rehab Services. Graduates from Pittsburgh’s program regularly achieve a near-perfect pass rate on licensing exams; moreover, they enter the job market with a leg up on their peers in internships and clinical experiences.

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## University Of Southern California — Division Of Biokinesiology And Physical Therapy



The **Doctor of Physical Therapy** program at Southern California provides the necessary education for a professional career.

Graduates leave the program as ready and willing physical therapists able to contribute to society and the profession through teaching and first-hand practice.

According to the program's website, "The educational philosophy of the program is to maximally challenge each student and facilitate his or her development of skills for life-long learning, professional development, and leadership."

**Contact:** [Doctoral Program](#) - Apply [here](#). **Social Media:** [Facebook](#), [Twitter](#)

## Michigan State University — Department Of Kinesiology (Athletic Training)



Michigan State University offers a wide variety of programs centered around athletic training. Whether you're an undergraduate student or a seasoned scholar looking to secure that final doctorate degree, the **Department of Kinesiology** has it all.

As the undergraduate program has developed, the administration diverted its attention to adding additional opportunities for students interested in athletic training. The Master's Degree in Kinesiology with a concentration in athletic training started over a decade ago while the department recently began offering a doctoral program for athletic trainers.

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**University Of Texas – Department of Kinesiology And Health Education (Athletic Training)**



The University of Texas at Austin offers a **Bachelor’s of Science in Athletic Training (BSAT)** for students that want to pursue a career in athletic training.

The athletic training major is designed to prepare students for a career as an athletic trainer.

The major also fits students who are interested in furthering their education in sports medicine, physical therapy, occupational therapy, or other similar areas of study.

**Contact:** [Undergraduate Program](#) - Apply [here](#).

**University Of Iowa – Department Of Physical Therapy And Rehabilitation Science**



The **Doctor of Physical Therapy (DPT)** curriculum at the University of Iowa requires two and a half years post baccalaureate degree study and clinical experiences.

Thirty–six students are admitted per year, with new students beginning in July each year and graduating in December two and a half years later.

Education is enhanced by close association with the University of Iowa Hospitals & Clinics, one of the nation’s largest university-owned teaching hospitals. Students work closely with a faculty which includes expert clinicians and internationally renowned scientists. Evidence-based practice is the curriculum’s focus.

The program’s goal is to foster the development of problem solving and clinical reasoning skills of the students so they are ready to provide excellent patient care and assume the responsibilities and diverse roles and obligations of a professional physical therapist.

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# How To Find Jobs In Sports And Fitness



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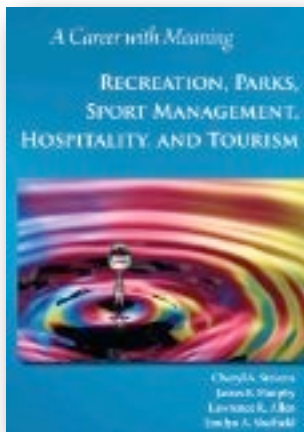
## Jobs In Sports And Recreation



What's that common phrase about loving what you do for a living? Something like, 'Love what you do, and you'll never work a day in your life?' That seems to be especially true with jobs in sports and recreation.

With this particular field within the sports industry, you could find yourself constantly working outside as the Director of a youth program in your local town. Maybe, you'll work in the corporate office of a fitness center or perhaps you'll find your way into a Regional Manger position with the YMCA. Whatever the case may be, find out what it takes to get a job in sports and recreation and the college programs that can help you accomplish that goal.

### Types Of Jobs In Sports And Recreation



Students that pursue an education toward [\*jobs in sports and recreation\*](#) can obtain any number of management and entry-level positions. Typical job titles include supervisor, activity specialist, sport programmer, counselor, teacher, and others.

While it is certainly not meant to be comprehensive, below is a list of possible areas to work in regarding jobs in sports and recreation.

- ✓ Municipal parks and recreation
- ✓ Resort/tourism
- ✓ Military recreation
- ✓ Commercial recreation
- ✓ Therapeutic recreation
- ✓ Outdoor recreation

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- ✓ YMCAs
- ✓ Boys and girls clubs
- ✓ Fitness centers/aerobics
- ✓ Youth programs
- ✓ Sports camps
- ✓ Sports information/media relations

### Illinois Parks & Recreation Association – Careers in Parks & Recreation

Interested in jobs in sports and recreation? But, wondering what kinds of jobs you might be able to get? Check out this video by the [Illinois Parks & Recreation Association](#) where they talk about all the different areas you can work in. You might be surprised by all the options!



Click here to watch this video --> <http://www.sportsnetworker.com/jobs-in-sports-and-recreation>

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## How To Get Jobs In Sports And Recreation



So, you've already completed an undergraduate program where you specialized in sports and recreation.

Your resume is pretty impressive, and you've established a relationship with a few notable contacts within the sports industry.

But, you can't seem to get over the hump of grabbing that all-elusive first job.

How about standing out from the crowd and doing what a lot of aspiring sports professionals don't do: consistently attend networking and career conferences.

A few networking conferences include the [Association of Outdoor Recreation Education Annual Conference](#), the [Sport Industry Networking and Career Conference \(SINC\)](#) and the [National Recreation and Parks Association \(NRPA\) National Conference](#).

### **Matt Hayes — Assistant Manager — Woodman Point Recreation Camp**

Matt works mostly in an administrative front office role at the recreation camp, and he's been working in camps for about four years; below, he offers his one piece of advice for those individuals pursuing [jobs in sports](#).

*"Don't hesitate, jump in, and take that leap into the unknown. I did, and it's paid off for me. I enjoy everything I do in camp ... sometimes it doesn't feel like a job at all. That's the hidden secret."*

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### Justin Evason – Membership & Participation Officer – Wheelchair Sports

Justin’s role with Wheelchair Sports is to increase participation of those individuals with disabilities in recreational events; he’s been at his current role for about a year in the sports and recreation industry, one of the largest growing industries in Western Australia. Below, Justin offers his experiences within the sports industry.



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## College Programs That Can Help You Land Jobs In Sports And Recreation



It seems that the running theme for those individuals pursuing jobs in sports is as follows: first, figure out what you're good at and how that can be utilized within the sports industry.

Then, determine what universities or colleges provide programs to enhance your understanding of that particular niche in sports.

Hopefully, during your undergraduate career, you'll obtain an internship or two that will make you an attractive applicant to a potential employer. At the end of the day, regardless of whether you want to work in marketing or recreation, the goal is essentially the same — to work in sports.

Below are a few college programs that help students land jobs in sports and recreation.

### University Of South Australia — Sports & Recreation Management



The **Bachelor of Sport and Recreation Management** is the only program of its kind in South Australia and will prepare you for an exciting career in the sporting, events, and recreation industries.

The program will provide the skills, knowledge and qualities to work in a range of fields, including sport and recreation management, event planning and management and recreation planning.

**Contact:** [Bachelor of Sports & Recreation Management - Apply here.](#) [Bachelor of Laws & Bachelor of Sport & Recreation Management - Apply here.](#)

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## Indiana University – School Of Public Health



The **Bachelor of Science in Recreational Sport Management** undergraduate program prepares students to eventually assume leadership roles in various types of sports areas.

This major instructs individuals on the management of people and resources in recreational sports; however, it still provides students with a broad experience, so that they'll be able to work in different settings.

At Indiana, students gain valuable experience with [jobs in sports and recreation](#) through classes, internship opportunities, and field experiences. Additionally, the Recreational Sport Management Club promotes students' professional development through guest speakers, social activities, field trips, and other events.

**Contact:** [Undergraduate Program](#) - Apply [here](#).

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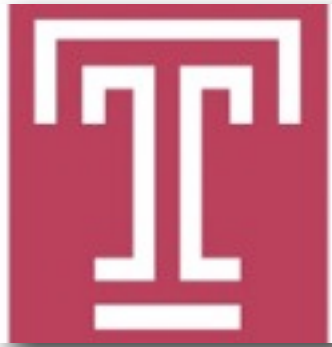


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## Temple University — School Of Tourism & Hospital Management



Temple University offers the full gamut of degrees for those aspiring professionals trying to obtain jobs in sports and recreation.

The **Bachelor of Science Degree in Sport and Recreation Management** prepares students to succeed in the fast-paced world of sports and recreation.

Through the integration of cutting-edge business principles and hands-on internships, the undergraduate program is one of the country's most recognized programs of its kind.

The goal of the **Master of Science (M.S.) in Sport and Recreation Management** program is to develop advanced professionals in the fields of professional sport, college athletics, recreation, and event and venue management. The program develops expert managers, marketers, and planners in the public, private, and commercial sectors of this very large and complex industry. Temple also offers a **Ph.D. in Business Administration with a concentration in Tourism and Sport**.

**Contact:** [Doctoral Program - Apply here](#). [Master's Program - Apply here](#). [Undergraduate Program - Apply here](#). | **Social Media:** [Facebook](#), [Twitter](#)

## University Of Arkansas — College Of Education And Health Professions



The **Bachelor of Science in Education in Recreation and Sport Management** prepares students to enter the recreational work force at an entry level position or pursue graduate studies in such areas as public and commercial recreation management, sports management and outdoor adventure leadership.

The **Master's program** prepares students to be directors and superintendents of recreation for communities, directors of recreation and intramural sports for universities, and managers of other leisure services.

Additionally, students can further their education by obtaining a **Doctorate in Education in Recreation and Sport Management**.

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## How To Find Jobs In Sports And Recreation



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Lewis & ESPN Founder  
Bill Rasmussen

*“The SEA was created for those who take massive action, and like to see results! Our members represent the future leaders in sport business.”*

Lewis Howes, CEO  
Sports Executives Association

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3. **Get Feedback:** We all have questions or ideas pertaining to our careers, businesses, products, sales, marketing, sponsorships, PR, and more. The SEA gives members a place to ask important questions, and get answers from experts across a variety of topics.



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For the last 12 years our team has been building the largest and most comprehensive job board in the sports industry. We've connected with thousands of sports employers and created powerful systems to ensure we have the latest sports jobs.

The opportunities are out there. We've matched thousands of job seekers just like you with jobs that are fulfilling and rewarding.

Let us help you make your passion your career.

**John Mellor**  
President and CEO - WorkInSports.com



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