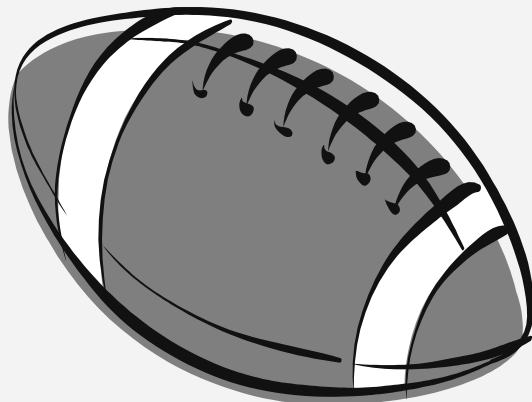


Career Profile: Sports Management

The sports business means many different things to different people. This is a truly global industry and sports stir up a deep passion within spectators and players alike in countries around the world. Our culture is fanatical about sports and that passion translates into a huge industry. Combined, the “Big 4” leagues in America (the National Football League (NFL), National Basketball Association (NBA), the National Hockey League (NHL) and Major League Baseball (MLB)) bring in about \$23 billion in revenue in a typical year. That is just the tip of the iceberg.



The Sports industry is very complex and includes ticket sales, licensed products, sports video games, collectibles, sporting goods, sports related advertising, endorsement income, stadium naming fees making it difficult to put an all-encompassing figure on annual revenue. A sports management degree offers vast career opportunities. An entire team works behind the scenes of any sport: athletic directors, agents, facility managers, event coordinators, sponsors, marketing professionals, the media and much more.

Athletic Directors act as leaders of collegiate athletic programs hiring and managing coaches for various teams, preparing budgets and coordinating with coaches to schedule games. A Sports Information Director deals with public relations acting as a spokesperson for an athletic program whether it is on a collegiate or professional level. They prepare press releases, manage player stats and historical records and prepare media guides on players and teams. Sports Event Managers handle the coordination of events handling everything from the marketing, planning and implementation of the whole event. Sports Facilities Managers manage the stadiums, fields tracks and courses where games and events take place. These facilities require constant upkeep and their managers ensure they are well-maintained, secure and ready for game day. Marketing Director devises comprehensive plans to entice people to spend money on tickets and merchandise and handles the teams promotional activities including brand management.

Sports management careers are as diverse as the fans that enjoy them. Professionals in this field to have a deep knowledge of the games, and they will typically need to have the same passion as the fans for the game. Salary and earnings will be dependent upon what part of the industry a professional will decide to go into.

For more information on a career in Sports Management contact the Career Management Services Office or your academic advisor.

Occupational Outlook Handbook, Bureau of Labor Statistics www.bls.gov/oco
National Association of Colleges and Employers Salary Survey: Winter 2011



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