

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.

Salary and earnings will be dependent upon what part of the industry a professional will decide to go into. Sports administration and sports medicine offer two sports management fields for comparison. Those who graduate with a master's degree in sports administration will generally make \$30,000 at an entry-level position, while those who attain the same degree in sports medicine will make \$36,000 in the same position. That being said, the room for growth with the right amount of experience is greater in the sports administration field. Sports agenting, with a right combination of skill and luck, could open a gold mine for a sports management professional. One note to make before proceeding here is the level of competition in this field. To even gain entry into the world of sports agenting will require talent and good connections in the field. Once in the field, on average a sports agent can make \$50,000 with minimal experience. When more experience is attained, and if one works with athletes and sports teams, the figure swells into the \$80,000-\$90,000 range. And if a sports agent can maintain a good reputation the compensation can easily rise above \$100,000.

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

Sources: <http://www.sportsmanagementcolleges.net/salary>
National Association of Colleges and Employers Salary Survey: Winter 2011



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