



# Sports Management

Sports management introduces the student to the principles of leisure management, financial management, marketing and promotions of sports, and principles and problems of coaching.

## Career Opportunities in Sports Management

- Athletic Academic Advising
- Athletic Director
- Business/Tax Planning
- Coaching
- Contract Negotiations
- Compliance
- Draft Preparation
- Event Management
- Facilities Management
- Finance Management
- Leisure Services
- Media Relations
- Marketing and Promotions
- NCAA Compliance/Legal Services
- Operations
- Sports Administration
- Sports Broadcasting
- Strength and Conditioning
- Web Development

## Employers of Sports Management Graduates

- Athletic Clubs
- Broadcast Organizations
- Colleges and Universities
- Community/Fitness Centers
- Marketing/Promotions Firms
- National Collegiate Athletic Association
- National Sports Leagues
- Public and private schools

## Professional Associations and Affiliations

National Collegiate Athletic Association  
[www.ncaa.org](http://www.ncaa.org)

Sports Careers  
[www.sportscareers.com](http://www.sportscareers.com)

Sports Executives and Job Seekers  
[www.sportmanagementclub.com](http://www.sportmanagementclub.com)

Sports Management  
[www.sports-management.com](http://www.sports-management.com)

Sports Management Groups  
<http://isportsdigest.tripod.com/management/main.html>

Sports Management Worldwide  
[www.smww.com](http://www.smww.com)

Sports Associations and League Affiliations  
[www.usateamsports.com/sports\\_associations.htm](http://www.usateamsports.com/sports_associations.htm)  
[www.50states.com/sports/associations.htm](http://www.50states.com/sports/associations.htm)

United States Sports Academy  
[www.ussa.edu](http://www.ussa.edu)