



INDUSTRY OVERVIEW: SPORTS MANAGEMENT

Overview

Sports is about more than just playing a game. Over the last few decades, the industry has evolved into a multi-million dollar business. It takes professionals in many different areas to keep the business moving forward, so even if you're not an athlete, you can still get in on the game. From advertising to facilities to food services to back-office functions, whether working for a team, or a school or a media company, there are numerous career functions in several different settings for those interested in work related to sports.

Career Tracks

Advertising/Sales/Marketing: Huge growth in sports advertising has been driven by the Internet and all its related applications. In addition, naming rights, event signage and corporate sponsorship opportunities at all levels continue to increase. There are many possible career paths within the world of sports marketing, including sales, advertising, public relations, and promotions. Strategic thinking, ability to research the marketplace and innate selling instincts are desired qualities in a sports marketing professional. The nature of sports as a business has led to a reliance on qualified and knowledgeable professionals who understand the sports marketplace.

Athletic Administration: If you want to stay in a collegial environment, working in athletic administration may be up your alley. Universities and many high schools employ athletic administrators to plan and direct intramural and intercollegiate athletic activities, oversee the publicity for athletic events, supervise coaches and handle the day-to-day management of the school's sports teams.

Facilities/Operations Management: Wherever sports are played, there is a stadium or field which is being used as the venue for events. The facility might be a simple field with small bleachers or quite possibly a 100,000 seat stadium. Stadiums continue to grow, be renovated and be replaced. Sports facilities are not only limited to the professional and collegiate sports markets. With recreation centers, race tracks, bowling alleys, amusement parks, casinos and skate park facilities combined topping 25,000, sports facilities are reaching into the lives of almost everyone in the United States today. This business is thriving, creating opportunities for managers and related personnel in almost any city in the United States.

Finance/Accounting/Law: Every team, league and other business in sports needs the same core office functions that exist in every other industry. If you want to practice a particular profession but want to be in the sports environment, there are certainly opportunities to be found in the sports business. Whether it is finance, accounting or human resources, every organization in the sports world needs professionals like you in their company.

Food Services: As anyone who has attended a sporting event knows, food is one of the most important components of the fan experience. Teams and vendors need food services managers to make sure that all aspects of the food and beverage operations of the facility run smoothly and that customer service is up to par. Aside from overseeing the purchasing of supplies, food preparation and timely responses to orders, food services professionals ensure that establishments are following health regulations. A well-fed customer is a happy customer, which is why food services are a vital part of any sports organization.

Procurement: A procurement specialist is responsible for a company's purchasing, vendor contract negotiation and the implementation of money-saving methods. An important part of this job is negotiating prices and contracts with supply vendors, purchasing products and analyzing general costs. Companies and teams rely on their procurement departments for spending efficiency. They are always searching for a less expensive alternative for the supplies they purchase to produce their product. Necessities for this job include excellent communication and negotiation skills and the ability to grasp and maintain the company's bottom line.

Sporting Goods: People everywhere need sporting goods all the time. This industry has seen steady growth year after year. The impact and name recognition of the major companies in the sporting goods industry has increased tremendously. The sporting goods industry includes manufacturers, both suppliers and producers of finished goods, retailers with either full-line stores or specialty stores and wholesalers/distributors who manage mass merchandisers and mail orders. One typical entry-level job in this area is a sales representative, selling merchandise from retailers to teams and athletes.

Additional Related Career Opportunities

Broadcasting/Media
Community Outreach
Health and Fitness
Physical Education
Sports Agent
Sports Journalism
Sports Medicine/Athletic Trainer
Ticket Sales
Video Gaming

Online Resources

General

www.jobsinsports.com
www.sportsbusinessjournal.com
www.teamworkonline.com
www.wiseworks.org
www.womenssportsfoundation.org
www.workinsports.com

Jobs in Professional Sports

<http://baseballjobs.teamworkonline.com/teamwork/jobs/default.cfm>
<http://footballjobs.teamworkonline.com/teamwork/jobs/default.cfm>
<http://nbateamjobs.teamworkonline.com/teamwork/jobs/default.cfm>
<http://hockeyjobs.nhl.com/teamwork/jobs/default.cfm>

Sports Marketing

www.octagon.com

Careers in Facilities Management

www.aramark.com/careers
www.spectraexperiences.com
www.aegworldwide.com/08_corporate/employment_opps.html
www.409management.com/venuemanagementrecruiting.html
www.delawarenorth.com

Fitness/Sporting Goods Careers

www.head.com

www.dickssportinggoods.jobs

www.sportsauthority.com/corp/index.jsp?page=jobs

www.24hourfitness.com/company/careers

Non-Profit/Collegiate Sports Careers

www.ymca.net

www.jcca.org

www.nrpa.org

www.ncaa.org

www.chronicle.com

www.higheredjobs.com

<http://usngbjobs.teamworkonline.com/teamwork/jobs/default.cfm>

www.crpa.com

Professional Associations

The International Sports Professional Association: <http://thesportsprofessionals.com>

North American Society for Sport Management (NASSM): www.nassm.com

Sport Marketing Association: www.sportmarketingassociation.com

Sport Lawyers Association: www.sportslaw.org

National Association of Concessionaires: www.naonline.org

International Ticketing Association: www.intix.org

National Association of Collegiate Directors of Athletics: <http://nacda.cstv.com>

College Sports Information Directors of America: www.cosida.com

National Association of Collegiate Women Athletic Administrators: www.nacwaa.org

Sport and Fitness Industry Association: www.sfia.org

North American Society for the Sociology of Sport: www.nasss.org

North American Society for the Psychology of Sport and Physical Activity: www.naspspa.org

Women's Sports Foundation: www.womenssportsfoundation.org

International Association of Venue Managers: www.iavm.org