

# ATHLETICS AND SPORT

## What can I do with this major?

### AREAS

### EMPLOYERS

### STRATEGIES

#### **SPORT MANAGEMENT**

**For in-depth information see *What Can I Do With This Major, Sport Management***

Administration of Amateur Athletics

Olympic

Intercollegiate

High School

Youth

Administration of Professional Teams and Leagues

Player Personnel

Business Operations

Public Relations

Sales

Marketing and Promotions

Ticketing and Seat Management

Facilities Management

Event Coordination

Program Coordination

Fund Raising

Sponsorship Sales

Sport Information

Athlete Representation

Professional teams and leagues, e.g. NFL, MLB

Professional athletes

Professional player associations and unions

Sport associations, e.g. PGA Tour

Conference offices, e.g. SEC, ACC

Governing bodies

Colleges and universities

Arenas

Auditoriums

Stadiums

Golf courses

Tracks

High schools

Youth sport programs

Sport related franchises

Training centers

Sport camps

Health and fitness clubs

Recreational facilities

Local sport and tourism corporations

Sport marketing firms

Sport management firms

Major in sport management or sport administration.

Earn a master's degree for increased opportunities.

Develop outstanding communication skills, written and oral.

Take courses in marketing, public relations, and advertising. Hone public speaking skills.

For player representation, pursue a degree in law to aid in negotiating contracts and financial planning.

Obtain accounting or business skills and experience.

Develop a background in sales.

Volunteer to coordinate athletic programs and events such as marathons, golf tournaments, or special olympics for campus organizations or local non-profit groups.

Get involved with campus sport teams, intramurals, or recreational programs.

Build a network of contacts with sport administrators, student athletes, and merchandise representatives.

Join sport-oriented associations and organizations.

Obtain an internship or part-time job with a team, an athletic organization, or a sport facility.

Be willing to work in any capacity with minor league or local teams as a way to enter the field and gain experience.

#### **SPORTING GOODS/SPORT MERCHANDISING**

Product Development

Product Distribution

Sales and Marketing

Brand/Product Representation

Store Management

Internet Sales

Sport equipment and supply industry, e.g. Wilson,

Spalding, Adidas

Exercise equipment manufacturers

Sport and recreation retailers

Online sport retailers

Sporting Goods Manufacturer's Association

Work in retail stores that sell sport or recreational merchandise or in campus recreation facilities that rent equipment to students.

Gain sales experience through part-time or summer jobs and internships.

Volunteer as a team equipment manager.

Make contact with college equipment or uniform representatives.

Develop strong communication skills and learn how to build interpersonal relationships.

## AREAS

### SPORT MEDIA

Journalism  
Broadcasting  
Photojournalism  
Sport Information  
Advertising Sales

## EMPLOYERS

Newspapers  
Television stations  
Radio stations  
Magazines  
Special interest sport publications  
Sport-related internet sites

## STRATEGIES

Major in journalism, broadcasting, electronic media, photography, or English.  
Supplement program with courses in sport management or physical education.  
Obtain an internship or part-time job with local or university newspaper or radio/television station.  
Publish, as much as possible, in college and local newspapers.  
Create a portfolio of published work, both articles and photographs, or an online portfolio highlighting digital media skills.  
Develop excellent public speaking and writing skills and a solid command of sports.

### EXERCISE SCIENCE

**For in-depth information, see *What Can I Do With This Major, Exercise Science***

Research  
Teaching  
Assessment and Evaluation  
Program Development  
Athletic Training  
Personal Training  
Rehabilitation  
Strength and Conditioning  
Health Club Management  
Group Fitness Instruction  
Sport Medicine  
Physical Therapy

Colleges and universities  
Public and private schools  
Sport medicine centers  
Hospitals and rehabilitation clinics  
Health clubs and fitness centers  
Professional teams  
Corporate health centers  
Professional fitness organizations such as:  
    American College of Sports Medicine  
    National Strength and Conditioning Association  
Olympic training centers  
Competative youth training centers  
Nutritional supplement manufacturers

Major in exercise science, exercise physiology, kinesiology, or sport medicine.  
Supplement curriculum with nutrition and hard science courses.  
Consider professional or graduate school in physical therapy, athletic training, or medicine.  
Obtain necessary certification such as Certified Group Fitness Instructor, Certified Personal Trainer, or National Athletic Trainer Certification. Other certifications can be granted by the American College of Sports Medicine or the National Strength and Conditioning Association.  
Develop computer skills and familiarity with technology used in the field.  
Work in a physical therapy clinic, health club, or gym to gain experience and make contacts.  
Volunteer to work with college or high school sport teams or to run exercise programs for local, non-profit organizations.  
Consider working with manufacturers of exercise equipment or nutritional supplements to learn more about the field and to make contacts.  
Develop excellent interpersonal skills for working with clients, coaches, and team physicians.  
Maintain excellent personal fitness and athletic proficiency.

## AREAS

## EMPLOYERS

## STRATEGIES

### PHYSICAL EDUCATION

Teaching  
Research  
Adaptive Physical Education  
Recreational Sport Administration

Public and private schools, K-12  
Colleges and universities

Obtain a degree in education, physical education, or other sport related field in addition to appropriate state teacher licensure. Earn dual certification for increased job opportunities.

Become familiar with a variety of physical, cognitive, and affective disabilities if interested in an adaptive physical education career. Supplement coursework with special education classes.

Secure a part-time position with a youth recreation center, college athletic facility, or intramural athletic administration department.

Develop competitive and instructive proficiency in a wide array of sports.

Obtain a graduate degree to teach at the college level or to advance into administrative positions. Secure a graduate assistantship teaching physical education courses.

### COACHING

Professional  
College  
High School  
Private  
Youth Sport

Professional sport teams  
Colleges and universities  
High schools and middle schools  
Recreational organizations or leagues, e.g. YMCA  
Country clubs  
Racket clubs  
Gyms  
Tracks  
Ice rinks  
Golf and tennis resorts  
City parks and recreation departments  
Youth sport organizations, e.g. Little League  
Baseball  
Sport related franchises  
Sport camps

Major in exercise science, sport management, or physical education, although coaches can hold nearly any academic background.

Obtain teacher licensure in an academic subject for high school or middle school coaching positions. Gain extensive, advanced playing experience.

Research coaching certifications in various sports.

Develop additional knowledge in areas of strength training, fitness, nutrition, and conditioning.

Learn about and practice motivational techniques.

Become familiar with legal and regulatory issues related to coaching, e.g. NCAA regulations.

Volunteer to coach neighborhood, church, and community teams.

Attend practices of teams at various levels to observe coaches' techniques.

Serve as a referee or umpire.

Seek a graduate assistant position in athletic administration, instruction, or coaching.

Obtain an assistant and then head coaching position at the university level to increase possibility of progressing to the professional level.

## AREAS

## EMPLOYERS

## STRATEGIES

### OFFICIATING

Refereeing  
Umpiring  
Line Judging

Professional sport leagues  
College and university athletic associations  
Amateur athletic associations, e.g. United States  
Tennis Association  
High school athletic associations  
Recreational leagues

Volunteer to umpire youth or Little League games.  
Work as a referee for campus intramurals.  
Be prepared to maintain full-time employment in addition to refereeing while you get started. It takes time to build a career in refereeing.  
Join sport associations and organizations to stay current on developments in the field and to make contacts. Attend classes, seminars, camps, and workshops sponsored by these organizations.  
Obtain certification to officiate in National Collegiate Athletic Association (NCAA) games.  
Attend an umpire training school or camp for professional opportunities.  
Obtain the required ten years of collegiate football refereeing experience before applying to The National Football League (NFL).  
Earn the Professional Football Referees Association licensure or other applicable credential.

### SPORT PSYCHOLOGY

Teaching  
Research  
Consultation  
Performance Enhancement

Colleges and universities  
Olympic training centers  
Competitive youth sport centers  
Recreation organizations and leagues  
Professional sport teams  
Professional and competitive athletes  
Hospitals

Major in psychology, physical education, exercise science, or other physical activity related field.  
Obtain a doctoral degree in sport psychology, sport sociology, or clinical/counseling psychology and complete postdoctoral training if you desire to work with professional sport teams or athletes.  
Develop good relationships with coaches and other athletic department personnel. Express a willingness to learn from coaches and athletes.  
Gain experience in a variety of different sports.  
Assist faculty with research.  
Develop strong written and oral communication skills.  
Consider coaching youth teams.  
Develop social perceptiveness and active listening skills to use when working with athletes.  
Join professional associations such as the American Psychological Association (APA) Division 47 (Sport and Exercise Psychology) or the Association for the Advancement of Applied Sport Psychology (AAASP).

## AREAS

## EMPLOYERS

## STRATEGIES

### EXERCISE AND HEALTH PSYCHOLOGY

Teaching  
Research  
Health Promotion  
Primary Care  
Inpatient Medical  
Specialized Health Care

Colleges and universities  
Hospitals  
Health clubs and fitness centers  
Olympic training centers  
Rehabilitation clinics  
Public health agencies

Major in one of the social sciences and supplement coursework with hard science classes.  
Acquire training in the areas of research, grant-writing, and statistics.  
Volunteer in a hospital or fitness center.  
Develop strong written and oral communication skills.  
Learn to work well in a team environment.  
Earn a graduate degree in clinical, counseling, social, or experimental psychology for health psychology opportunities.  
Earn a graduate degree in sport psychology, with an exercise emphasis, for a career in exercise psychology.  
Pursue a postdoctoral internship or fellowship for advanced career opportunities.

### GENERAL INFORMATION

- There are many different ways to work within the sport industry. Identify a particular area of interest and then gain the best combination of educational preparation, experience, and skills because requirements will vary by field.
- Be willing to work with sport teams and organizations in any capacity, realizing that most people start in low-level positions. Careers in sport and athletics are extremely competitive. Get as much experience as possible while in school, even if unpaid.
- Join professional associations. Read their publications and attend their meetings, seminars, and conventions to learn more about the field, as well as to make important contacts.
- Get involved with campus sport teams, intramurals, or recreational programs and facilities. Seek leadership roles, manage equipment and facilities, or plan events.
- Look for jobs in the minor leagues as a way to enter the sport industry.
- Earn a graduate or professional degree for increased opportunities.
- Maintain excellent personal fitness and athletic proficiency. Develop a good command of sports.
- Learn to relate well to a variety of people from different backgrounds and personalities.
- Consider entering the field of athletics through skills and experience in another area such as accounting, sales, or information systems.