

ATHLETICS AND SPORT

What can I do with this degree?

AREAS

EMPLOYERS

STRATEGIES

SPORT MANAGEMENT

Athlete Representation
Public Relations
Sales
Marketing
Publicity
Promotions
Operations
Event Coordination
Program Coordination
Fund-raising

Professional teams
Professional athletes
Sport associations (e.g., NBA, PGA)
Arenas
Auditoriums
Stadiums
Colleges and universities
Health clubs
Sport facilities

Major in sport management or sport administration.
Develop outstanding communication skills, written and oral.
Take courses in marketing, public relations, and advertising.
Pursue a degree in law to aid in negotiating contracts.
Obtain accounting or business skills and experience.
Gain experience with public speaking and sales.
Volunteer to do publicity for campus organizations or local nonprofit groups.
Volunteer to coordinate athletic programs and events for campus organizations or local nonprofit groups.
Write articles or columns for campus or local newspapers.
Join sport-oriented associations and organizations.
Obtain an internship or part-time job with a team or other athletic organization.
Work with minor league or local teams as a way to enter the field and gain experience.
Be willing to work in any capacity to get started.

SPORTING GOODS

Store Management
Brand/Product Representation
Product Development
Product Distribution
Marketing

Sporting goods manufacturers
Sporting goods stores
Exercise equipment manufacturers

Major in business, marketing, or related field.
Obtain a part-time job or internship in the area of wholesaling or retailing.
Develop excellent communication skills.
Build relationships with coaches, athletic directors, and college equipment/uniform representatives.
Volunteer as a team equipment manager.

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SPORT COMMUNICATIONS

Journalism
Broadcasting
Photojournalism

Newspapers
Magazines
Television stations
Radio stations

Major in journalism, broadcasting, English, or public relations.
Supplement program with courses in sport management or physical education.
Obtain an internship or part-time job with local newspaper or radio/television station.
Volunteer with college 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.

EXERCISE SCIENCE

Research
Teaching
Assessment and Evaluation
Program Development
Athletic Training
Health Club Management
Group Fitness Instruction

Colleges and universities
Sport medicine centers
Hospitals and rehabilitation clinics
Health clubs and fitness centers
Professional teams
Corporate health centers

Major in exercise science.
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.
Build a strong background in the sciences.
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.
Volunteer 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 make contacts.
Develop excellent interpersonal skills for working with clients, coaches, and team physicians.
Maintain excellent personal fitness and athletic proficiency.

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PHYSICAL EDUCATION

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.
Obtain a graduate degree to teach at the college level or advance to administrative positions.
Supplement program with courses in communications, science, or business.
Apply for summer school positions as a way to gain entrance to a school system.
Secure a part-time position with a youth recreation center, college athletic facility, or intramural athletic administration department.
Consider becoming a graduate teaching assistant for physical education courses.
Develop competitive and instructive proficiency in a wide array of sports.

COACHING

Professional Coaching
High School Coaching
College Coaching
Private Coaching

Professional sport teams
Colleges and universities
High schools
Recreational organizations or leagues (e.g., YMCA)
Country clubs
Racket clubs
Resorts
Cruise Lines
City parks and recreation departments

Consider majoring in exercise science, sport management, or physical education.
Obtain teacher licensure for high school coaching opportunities.
Gain extensive, advanced playing experience.
Maintain current CPR and first aid certifications.
Gain 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

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STRATEGIES

OFFICIATING

Refereeing
Umpiring
Line Judging

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

Be prepared to maintain full-time employment in addition to refereeing.
Volunteer to umpire youth or Little League games.
Obtain certification to officiate in National Collegiate Athletic Association (NCAA) games.
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 and associations.
Attend an umpire training school or camp for professional opportunities.
Gain Professional Football Referees Association licensure or other applicable credential.
Obtain the required ten years of collegiate football refereeing experience before applying to The National Football League (NFL).

GENERAL INFORMATION

- Gain experience in a specialty area.
- Work as a sport writer or photographer for a college or local newspaper. Be willing to work with sport teams in any capacity, realizing that most people start in low-level positions.
- 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.
- Look for jobs in the minor leagues as a way to enter the sport industry.
- Careers in sport and athletics are extremely competitive. Get as much experience as possible while in school.
- Earn a graduate or professional degree for increased opportunities.
- Maintain excellent personal fitness and athletic proficiency.