

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 (e.g., team manager).

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.

Demonstrate a willingness to work long and irregular hours, including holidays.

AREAS

EMPLOYERS

STRATEGIES

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
Sports & Fitness Industry 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 excellent interpersonal, communication and customer service skills.

SPORT MEDIA

Journalism
Broadcasting
Photojournalism
Sport Information
Advertising Sales

Newspapers
Television stations
Radio stations
Magazines
Special interest sport publications
Sport-related internet sites
Colleges and universities
Nonprofit organizations
Professional associations

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, Kinesiology/Exercise Science*

Research
Teaching
Assessment and Evaluation
Program Development
Athletic Training
Personal Training

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

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, occupational therapy, athletic training, or sport medicine.
Obtain necessary certification such as Certified Group Fitness Instructor, Certified Personal Trainer, or National Athletic Trainer Certification.

AREAS

EMPLOYERS

STRATEGIES

EXERCISE SCIENCE continued

Rehabilitation
Strength and Conditioning
Health Club Management
Group Fitness Instruction
Sport Medicine
Physical Therapy

Professional fitness organizations such as:
American College of Sports Medicine
National Strength and Conditioning Association
Olympic training centers
Competitive youth training centers
Nutritional supplement manufacturers

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.

PHYSICAL EDUCATION

Teaching
Research
Adaptive Physical Education
Recreational Sport Administration

Public and private schools, K-12
Colleges and universities
Public and private preschool programs
e.g., Head Start
Programs servicing children and adults with special needs

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.
Serve as a tutor, peer mentor, resident assistant, or student advisor.
Obtain a graduate degree to teach at the college level or to advance into administrative positions. Secure a graduate assistanship teaching physical education courses.

AREAS	EMPLOYERS	STRATEGIES
<p><u>COACHING</u> Professional Player Personnel College and Universities High School, Public and Private Youth Sport</p>	<p>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</p>	<p>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.</p>
<p><u>OFFICIATING</u> Refereeing Umpiring Line Judging</p>	<p>Professional sport leagues College and university athletic associations Amateur athletic associations e.g., United States Tennis Association High school athletic associations Recreational leagues</p>	<p>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. Demonstrate a willingness to work irregular hours, including weekends and holidays. Join sport associations, e.g., National Association of Sport Officials, local official 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.</p>

AREAS

EMPLOYERS

STRATEGIES

OFFICIATING strategies continued

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 credentials.

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.
Learn necessary skills to teach athletes about consistent performance in training and competition.
Maintain excellent personal fitness and athletic proficiency.
Join professional associations such as the American Psychological Association (APA) Division 47 (Exercise and Sport Psychology) or the Association for the Advancement of Applied Sport Psychology (AASP).

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.
Maintain excellent personal fitness.
Earn a graduate degree in clinical, counseling, social, or experimental psychology for health psychology opportunities.
Obtain 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.