What Can I Do With A Major In:
Sport Management

Western Carolina University Center for Career and Professional Development
828.227.7133, careers.wcu.edu

DESCRIPTION
The different facets of the program will either prepare students to be able to teach others about
craft through art education, develop skills in contemporary issues through graphic design, learn
how to create inspired spaces through interior design, or develop high levels of artistry through
the studio art program.

WHAT JOBS ARE AVAILABLE?

<table>
<thead>
<tr>
<th>Athlete Representation/Agent</th>
<th>Scoreboard Operator</th>
<th>Camp Manager</th>
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<tbody>
<tr>
<td>Public Relations</td>
<td>Fitness Center Manager</td>
<td>College Athletic Trainer</td>
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<tr>
<td>Operations</td>
<td>Assistant Director of Operations</td>
<td>Publicity</td>
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<tr>
<td>Sports Journalist</td>
<td>Promotions</td>
<td>Athletic Director</td>
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<td>Athletic Equipment Manager</td>
<td>Club House Manager</td>
<td>Program Coordination</td>
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<td>Ticket Administrator</td>
<td>Fund Raising</td>
<td>Sports Broadcaster</td>
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<td>Sports Marketing Specialist</td>
<td>Umpire Room Manager</td>
<td>Youth Club Director</td>
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<td>University Athletics Admin</td>
<td>Health Club Owner/Operator</td>
<td>General Manager</td>
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<td>Field Maintenance Director</td>
<td>Corporate Fitness Director</td>
<td>Sports PR Director</td>
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<td>Cruise Recreation Director</td>
<td>Director of Ticket Operations</td>
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<td>Sponsorship Coordinator</td>
<td>Sports Information Director</td>
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<tr>
<td>Sporting Goods Sales Rep.</td>
<td>Director of Stadium Operations</td>
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WHO EMPLOYS STUDENTS WITH THIS MAJOR?
Professional Teams | Professional Athletes | Sport Associations (examples: NFL, NBA, PGA, NCAA) | Local Sport And Tourism Corporations | Arenas | Auditoriums | Stadiums | Colleges And Universities | Health Club | Sport Facilities |

INTERNSHIP INFORMATION
At Western Carolina University there are numerous internship opportunities for students. In
some cases internships are established through a faculty member in the student's major.
Oftentimes students find part-time jobs in an area related to their field of study. When this
happens, students should discuss with their academic advisor the possibility of receiving college
credit. Generally, three hours of general elective credit can be earned for a minimum of 200
hours of experience.

Interested in the classes you’ll be taking? Check your eight semester program here:
WHAT SKILLS ARE LEARNED IN THE CLASSROOM?
Knowledge of Sports | Excellent speaking and writing skills | Problem solving Good interpersonal skills | Good decision-making | Leadership skills | Directing and motivating staff | Organizational skills | Numerical computation

KNOWLEDGE
- Effective communicators. Students will speak and write effectively.
- Knowledgeable of ethical principles. Students will be knowledgeable of ethical principles and the application of those principles.
- Decision makers and problem solvers. Students will be able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
- Effective group members. Students will work effectively in groups.
- Knowledgeable about business. Students will be knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
- Knowledgeable of sport management including, ethics, risk management and liability, sociology of sport, event management and sponsorship and sport management administration.

PROFESSIONAL RESOURCES
- There are a lot of different associations for sports management majors depending on what area you are working in.
- Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the “Groups You May Like” link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

ADDITIONAL RESOURCES
- Cazinovia College - http://caznet.caazenovia.edu/Portals/0/docs/SportManagement.pdf

FOR ADDITIONAL INFORMATION
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