

**Bachelor of Science: Sport Management**  
**Minor: Coaching and Athletic Administration, Fitness Administration, Leadership**

The Sport Management major prepares students for administrative and operations positions in sport, athletic and recreation industries. Athletics, sport and recreation continues to provide a variety of career opportunities in the United States. 256.2 million Americans engage in some form of sporting activity creating an industry that generates revenue in excess of \$160 billion annually and provides 1.9 million jobs. The popularity of sports/recreation participation, leisure activities, and spectator interest creates exciting opportunities for college graduates. Possible career paths may include community recreation programs, health and fitness club management, athletic administration, and professional athletics opportunities, to name just a few. A major in Sport Management can prepare students with the appropriate entry-level skills to meet the profession's expanding employment opportunities and requirements. Employers recommend one or more internships to be successful and competitive when entering this field.

**Career types associated with Sport Management**

*(Is this a good fit for you? Are you a...)*

- Enterprising - "Persuader"
- Realistic - "Doer"
- Social - "Helper"

**Related skills, values, and qualities**

- Strong interpersonal and communication skills
- Excellent personal fitness and habits
- Ability to multitask and work accurately
- Confidence, initiative, and ability to motivate others
- Ability to relate to and interact with people of varying ages and backgrounds
- Ability to lead, supervise, and direct others
- Ability to react spontaneously and maintain emotional composure in stressful situation
- Ability to solve problems and make effective decisions
- Sensitivity to the human need for recreation and balance

**Courses Sport Management majors typically enjoy**

- Sport
- Coaching
- Fitness
- Leadership
- Health
- Management
- Business
- Social Media

**Common interests of Sport Management majors**

- Working at a fitness club or other recreational facility
- Engaging in physical and outdoor activities
- Serving as a part-time coach, official, or scorer
- Reading research and journals related to sport business, coaching or physical fitness
- Volunteering at sport venues
- Attending lectures and workshops related to leisure, health, and sports

**For more information about the major**

Contact the Sport Management Department,  
214 Old Main, 610-683-4370,  
or visit [www.kutztown.edu/SportManagement](http://www.kutztown.edu/SportManagement)

**KU Majors related to Sport Management**

Communication Studies, Management, Marketing



# FOUR STEPS TO SUCCESS

EXPLORE

DISCOVER

EXPERIENCE

IMPLEMENT

1<sup>ST</sup> YEAR

2<sup>ND</sup> YEAR

3<sup>RD</sup> YEAR

4<sup>TH</sup> YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.
- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.
- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in employer panels, site visits & networking events.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.
- Attend your Senior Kick-off and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial/elevators pitch.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

## Sample Career Titles

Sport Management majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

- Agent/Sports Representative
- Athletic Coach/Director
- Fitness Trainer
- Commissioner/League Director
- Equipment Manager
- Event Coordinator
- General Manager
- Marketing Director
- Player Engagement
- Public Relations Manager
- Recreation & Activities Director
- Sports Information Director
- Sportscaster/Journalist
- Statistician/Historian
- Team Manager
- Ticket Manager
- Wholesale/Retail Salesperson
- Youth Sports Director

To learn more about these careers, visit <http://online.onetcenter.org> or [www.bls.gov/oco](http://www.bls.gov/oco).

## Common Internship Sites and Employers

- Travel & tourism agencies
- Colleges & universities
- State/federal government
- Hospitals/schools
- Fitness clubs/resorts/spas/cruise lines
- Professional and semi-professional sports teams
- Community organizations
- Parks & recreation offices
- Campgrounds
- Media
- YMCA/YWCA
- Sporting good/exercise equipment stores/manufacturers



Handshake is the primary online resource for preparing and connecting students and alumni with employers.  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

## Useful Websites for Sport Management Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

### Industry/Employment Information

Special Olympics  
[www.specialolympics.org](http://www.specialolympics.org)

Human Kinetics  
[www.humankinetics.com](http://www.humankinetics.com)

National Wellness Institute  
[www.nationalwellness.org](http://www.nationalwellness.org)

Therapeutic Recreation Directory  
[www.recreationtherapy.com](http://www.recreationtherapy.com)

Society of Health & Physical Educators  
[www.shapeamerica.org](http://www.shapeamerica.org)

### Job/Internship Search Sites

Work in Sports  
[www.workinsports.com](http://www.workinsports.com)

ExerciseJobs.com  
[www.exercisejobs.com](http://www.exercisejobs.com)

Sports & Live Event Jobs  
[www.teamworkonline.com](http://www.teamworkonline.com)

Sports Careers  
[www.sportscareers.com](http://www.sportscareers.com)

Cool Works  
[www.coolworks.com](http://www.coolworks.com)

On-Line Sports  
[www.onlinesports.com/career-center](http://www.onlinesports.com/career-center)

NCAA Job Opportunities  
[www.ncaa.org](http://www.ncaa.org)

Sports Job Board  
[www.sportsjobboard.com](http://www.sportsjobboard.com)

### Professional Associations

National Intramural-Recreational Sports Association  
[www.nirsa.org](http://www.nirsa.org)

National Recreation & Park Association  
[www.nrpa.org](http://www.nrpa.org)

The National Academy of Kinesiology  
[americankinesiology.org](http://americankinesiology.org)

American Therapeutic Recreation Association  
[www.atra-online.com](http://www.atra-online.com)

North American Society for Sport Management  
[www.nassm.com](http://www.nassm.com)

National Strength & Conditioning Association  
[www.nasca.com](http://www.nasca.com)

The National Committee for Accreditation of Coaching Education  
[www.qualitycoachingeducation.org](http://www.qualitycoachingeducation.org)

### Related Area Employers

All Star Baseball Academy, Athletic Clubs, Body Zone, Ed Snider Youth Hockey Foundation, Area Children's Camps, Area School Districts, Area University Athletic Departments, In The Net Sports Complex, Kutztown University Athletic Department and Recreation Center, Lancaster Barnstormers, Lehigh Valley IronPigs, Lehigh Valley Phantoms, Liven Up Health and Fitness, Martial Arts Training Centers, Miracle League of the Lehigh Valley, National Flag Football, Penn National Gaming, Philadelphia Eagles, Philadelphia Freedom, Philadelphia PGA, Philadelphia Phillies, Pocono Raceway, Reading Fightin Phils, Scranton/Wilkes-Barre RailRiders, Rugby New Jersey, Ski Resorts, Special Olympics, Spooky Nook Sports, Soccer Shots, The 422 Sportsplex, United Sports, Valley Preferred Cycling Center, York Revolution, YMCAs/YWCAs

# Building Your Resume for a Career in Sport Management

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge to real life situations.

## Lola Sports

lleis000@live.kutztown.edu, 555-555-5555

### QUALIFICATIONS

- Over 10 years experience in competitive basketball
- Fluent in Spanish and English
- Ability to effectively communicate with diverse populations
- Strong interpersonal and problem-solving skills

### EDUCATION

B.S. Kutztown University of Pennsylvania (COSMA Accredited) Kutztown, PA  
Major: Sport Management, Dec 20xx  
Minor: Coaching & Athletic Administration, Communication Studies  
GPA: 3.83  
Dean's List Fall 20xx-Spring 20xx

A.A Reading Area Community College Reading, PA  
Major: Psychology Dec 20xx  
Dean's List Fall 20xx-Spring 20xx

### INTERNSHIP EXPERIENCE

Kutztown High School Kutztown, PA  
Junior Varsity Girls' Basketball Intern Fall 20xx

- Assisted Head Coach with development of practice drills and skill development exercises
- Coached five summer-league games independently
- Communicated effectively with players to discuss areas of strength and weakness
- Organized fundraisers with booster club, players and parents

Extern Sept 20xx

- Observed head coach during practices and games
- Witnessed the development and implementation of plays and skill building drills

### RELATED EXPERIENCE

Kutztown University Women's Basketball Kutztown, PA  
Member Fall 20xx-Fall 20xx  
Captain Fall 20xx-Fall 20xx

- Awarded Pennsylvania State Athletic Conference (PSAC) Defensive Athlete of the Year (20xx-20xx)
- Assumed mentorship role for new teammates via one-on-one campus tours and skill development assistance

Kutztown High School Girls' Basketball Summer Camp Kutztown, PA  
Camp Counselor Summers 20xx-20xx

- Organized and instructed defensive drills and strength exercises for girls ages 14-17
- Assisted in individualized skill instruction, focused on shooting and technique

### CAMPUS INVOLVEMENT & PROFESSIONAL DEVELOPMENT

Member, Sport Leisure and Athletic Management (SLAM) Club Fall 20xx-Present  
Volunteer, Special Olympics, Kutztown University Spring 20xx & 20xx  
Recipient, Career Success Certificate, Kutztown University Career Development Center Fall 20xx  
Recipient, Career Exploration Certificate, Kutztown University Career Development Center Fall 20xx

### WORK EXPERIENCE

Modell's Sporting Goods Allentown, PA  
Cashier May 20xx-Present

- Train new employees on store policy/procedures, provide excellent customer service

Take note of the skills and knowledge obtained through your educational background and hands-on experiences. Highlight transferable skills such as problem-solving abilities and communication.

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through externships, internships, part-time jobs and related volunteer positions.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.