

Career Opportunities for Majors in Sports Management

A Sample of Related Occupations (some may require advanced degrees/training)

Activities Coordinator	Event Manager / Coordinator / Planner	Recreation Specialist
Activities Director	Fitness Center Manager / Owner	Sales Rep
Business Manager	Fitness Trainer	Sales Supervisor / Director
Coach	Insurance Agent	Self-employed
Community Relations Director	Manager of Operations	Sponsorship Director
Compliance Director	Marketing Specialist	Sports Advertising Executive
Consultant	Marketing Manager / Assistant	Sports Broadcaster
Corporate Sales Director	Marketing / Promotions Director	Sports Director
Customer Relations Manager	Non-profit Sports Administrator	Sports Information Manager
Designers	Player Agent / Representative	Sports Facility Manager
Development Coordinator	Program Director	Sports Writer
Director, Campus Recreation/Facility/ Intramural	Public Relations Manager / Director	Ticket Sales Director
e-Commerce Director	Purchasing Agent / Buyer	Tournament Director
	Recreation Manager	Trainer

Types of Employers

Advertising / Public Relations Agencies	Media Outlets: TV, Newspaper, Radio, Online	Retail & Other Service Agencies
Armed Forces	National Sports Organizations/Governing Bodies: Councils on Physical Fitness & Sports, State Games, Women's Sports Foundation	Self-employed
Athletic Associations	Non-profit Organizations: YMCA/YWCA, Special Olympics, Boys' & Girls' Clubs	Sports & Leisure Industry: Resorts, Health & Fitness Clubs
Camps	Parks & Recreation Centers	Sports Associations: PGA, LPGA, Senior PGA, Nike Tour, US Tennis, NASCAR
Colleges & Universities	Professional Leagues: NFL, MLB, NBA, WNBA, NHL, MLS, AFL, WPSL/NPF.	Sports Equipment & Supply Industries
Community Centers	Minor: AAA, AA, A baseball, NFL-Europe, AF2, NBDL	Sports Management Groups: Golf Courses, Company Special Events
Consulting Firms	Professional Player Associations & Unions: NFL, MLB,NHL,NBA, alumni	Sports Marketing Agencies: IMG, Octagon
Corporations		Stadiums & Arenas
Cruise Ships		The Olympic Movement: IOC, USOC, Nat'l sports governing bodies
Department Stores		
Health Care Institutions		
Hotels		
Insurance Companies		
Government Agencies: State & City Sports Commissions		

A Sample of Employers of Fontbonne Graduates

Center of Clayton	Scottrade Center	University of Evansville
Gravity Fitness & Spa	St. Louis Sports Commission	

Additional Information on Major

Please see Academic Department web site:

<http://www.fontbonne.edu/academics/undergraduate/departments/businessadministration/sportsmanagement/>

Career Development Department, Medaille Hall • 314-889-4516 • www.fontbonne.edu/career

