



What can I do with a major in Sports Management

CBU Career Services • (901) 321-3330 • www.cbu.edu/career • career@cbu.edu

The information below describes typical occupations and employers associated with this major.

Understand that some of the options listed below may require additional training.

Moreover, you are not limited to these options alone when choosing a possible career path.

Description of Sports Management

Jump into one of the fastest growing industries in the world, sport management and marketing. The Bachelor of Science in Business Administration with a concentration in Sport Management at CBU prepares you for careers in a wide spectrum of organizations in the sport industry including:

- Professional sport from the NBA to NASCAR
- Collegiate athletics from junior colleges to NCAA Division I universities
- Corporate sport marketing, public relations, and sponsorship firms
- Recreation, community, and leisure industries
- Sport agencies
- Health and fitness industries

Possible Job Titles of Sports Management Graduates (Includes Full-Time, Internships & Co-Ops)

(*Jobs secured as reported by CBU Career Services post-graduate survey)

Assistant Director of Marketing*	Coordinating Producer	Sales Associate*
Assistant Operations Manager	Customer Service Management Trainee	Sports Operations Intern
Assistant Product Director	E-Commerce & Fulfillment Specialist	Sports Program Associate
Assistant Sports Director	Management Trainee Program	Sports Statistician
Associate District Manager*	Managing Consultant*	Supervisor Leadership Program
Athletic Director	Management Science & Integration	Support Services Coordinator*
Athletic Marketing Intern	National Utility Sales Manager	
Chief Operating Officer (Athletics)	Operations Coordinator*	

Possible Employers and Employment Settings for Sports Management Graduates (Includes Full-Time, Internships & Co-Ops)

(*Jobs secured as reported by CBU Career Services post-graduate survey)

20th Century Fox	Howard Industries, Inc	National Football League
Automatic Data Processing, Inc.	Johnson & Johnson	National Hockey League
Dick's Sporting Goods	Major League Baseball	National Youth Sports
FedEx*	Major League Soccer	Nike Factory Store*
FedEx Forum*	Memphis Redbirds*	Skyhawks Sports Academy, Inc
FedEx/St.Jude Classic (PGA)*	National Basketball Association	Vail Resorts
Houston Dynamo (MLS)	National Collegiate Scouting Association	Walt Disney Parks & Resorts Careers

Skill Sets and Interests Associated with Sports Management Majors

Analyzing community needs	Leadership Skills	Reviewing/evaluating
Analyzing manpower requirements	Motivational Skills	Surveying
Critiquing & diagnosing problems	Planning & organizing events	Systematizing/organizing material
Decision-making	Problem-solving	Teamwork/team-building
Goal setting	Program development	Trouble-shooting

Top Career Services Resources for Sports Management Majors

Career Resources Library (Buckman 207)

Handshake: <http://cbu.joinhandshake.com>

Memphis Business Journal, Book of Lists

Find out what careers you might be a fit for you using:

TypeFocus: www.typefocus.com (Access Code: CBU8998)

CBU Campus Contacts Associated with Sports Management

CBU School of Business

Buckman Hall, 3rd Floor

(901) 321-3315

Additional Resources/Contacts for Sports Management Majors

Sports Management Degree Hub: <http://www.sportsmanagementdegreehub.com/>

North American Society Of Sports Management: <http://www.nassm.com/>