

What Can I Do With a Major In...

SPORT AND RECREATION MANAGEMENT

The Sport and Recreation Management program is focused on preparing you for your future career, providing you with management principles related to planning, organizing, staffing, leading, and controlling. Topics to be covered: Sport and Recreation administration, event management, marketing, revenue streams, sponsorship and sales, and collegiate athletics.

AREAS AND OPPORTUNITIES

- Athletic Administrator
- Athletic Director
- Coach
- College Intramurals Management
- Community Relations
- Facilities
- Fitness Instructor
- Fundraising
- Gym Management
- Hospitality Management
- Marketing
- Merchandising
- Player/Personnel Management
- Public Relations
- Recruiting/Scouting
- Sport Merchandising
- Stadium Operations
- Team Management
- Ticketing and Sales
- Youth Athletics and Recreation

EMPLOYERS

- City Parks and Rec Departments
- Colleges and Universities
- Conference Offices
- Country Clubs
- Equipment Industries
- Fitness Centers
- Franchises
- Golf Courses
- Industry Suppliers
- K-12 Schools
- Local Tournaments
- Management Firms
- Players' Associations
- Professional Leagues
- Recreational Facilities
- Special Olympics
- Sports Camps
- Sport Marketing Departments
- Stadiums
- YMCAs/YWCAs

RELATED SKILLS

- Analytical Thinking
- Budgeting
- Business Knowledge
- Competitive
- Decision-Making
- Flexible
- Leadership
- Negotiation
- Organized
- Passionate
- Personable
- Planning
- Project Management
- Public Speaking
- Sales
- Strong Communication
- Teamwork
- Time Management