

ATHLETICS AND SPORT

What can I do with this degree?

AREAS

EMPLOYERS

STRATEGIES

SPORT MANAGEMENT

Athlete Representation
Public Relations
Sales
Marketing
Publicity
Promotions
Operations
Event Coordination
Program Coordination
Fund Raising
University Athletics Administration

Professional teams
Professional athletes
Sport associations (e.g., NBA, PGA, NCAA)
Local sport and tourism corporations
Arenas
Auditoriums
Stadiums
Colleges and universities
Health clubs
Sport facilities

Major in sport management or sport administration.
Earn a master's degree for increased opportunities.
Develop outstanding communication skills, written and oral.
Take courses in marketing, public relations, and advertising.
Pursue a degree in law to aid in negotiating contracts.
Obtain accounting or business skills and experience.
Gain experience with public speaking and sales.
Volunteer to do publicity for campus organizations or local nonprofit groups.
Volunteer to coordinate athletic programs and events such as marathons, golf tournaments, or special olympics for campus organizations or local nonprofit groups.
Write articles or columns for campus or local newspapers.
Join sport-oriented associations and organizations.
Obtain an internship or part-time job with a team or other athletic organization.
Work with minor league or local teams as a way to enter the field and gain experience.
Be willing to work in any capacity to get started.

SPORTING GOODS

Store Management
Brand/Product Representation
Product Development
Product Distribution
Marketing

Sporting goods manufacturers
Sporting goods stores
Exercise equipment manufacturers

Major in business, marketing, sport management, or related field.
Obtain a part-time job or internship in the area of wholesaling or retailing.
Develop excellent communication skills.
Build relationships with coaches, athletic directors, and college equipment/uniform representatives.
Volunteer as a team equipment manager.

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STRATEGIES

SPORT COMMUNICATIONS

Journalism
 Broadcasting
 Photojournalism

Newspapers
 Magazines
 Television stations
 Radio stations
 Sport-related internet sites

Major in journalism, broadcasting, English, or public relations.
 Supplement program with courses in sport management or physical education.
 Obtain an internship or part-time job with local or university newspaper or radio/television station.
 Publish as much as possible in college and local newspapers.
 Create a portfolio of published work, both articles and photographs.
 Develop excellent public speaking and writing skills.
 Participate in organizations such as Toastmasters.

EXERCISE SCIENCE

Research
 Teaching
 Assessment and Evaluation
 Program Development
 Athletic Training
 Personal Training
 Rehabilitation
 Strength and Conditioning
 Health Club Management
 Group Fitness Instruction

Colleges and universities
 Public and private schools
 Sport medicine centers
 Hospitals and rehabilitation clinics
 Health clubs and fitness centers
 Professional teams
 Corporate health centers
 Professional fitness organizations, such as:
 American College of Sports Medicine
 National Strength and Conditioning Association
 Olympic training centers
 Competative youth training centers
 Nutritional supplement manufacturers

Major in exercise science, exercise physiology, kinesiology, or sports medicine.
 Supplement curriculum with nutrition and hard science courses.
 Consider professional or graduate school in physical therapy, athletic training, or medicine.
 Obtain necessary certification such as Certified Group Fitness Instructor, Certified Personal Trainer, or National Athletic Trainer Certification.
 Develop computer skills and familiarity with technology used in the field.
 Work in a physical therapy clinic, health club, or gym to gain experience and make contacts.
 Volunteer to work with college or high school sport teams.
 Volunteer to run exercise programs for local, non-profit organizations.
 Consider working with manufacturers of exercise equipment or nutritional supplements to learn more about the field and to make contacts.
 Develop excellent interpersonal skills for working with clients, coaches, and team physicians.
 Maintain excellent personal fitness and athletic proficiency. Obtain certifications from the American College of Sports Medicine or the National Strength and Conditioning Association.

AREAS

EMPLOYERS

STRATEGIES

PHYSICAL EDUCATION

Teaching
 Research
 Adaptive Physical Education
 Recreational Sports Administration

Public and private schools, K-12
 Colleges and universities

Obtain a degree in education, physical education, or other sport related field in addition to appropriate state teacher licensure. Earn dual certification for increased job opportunities.
 Become familiar with a variety of physical cognitive and affective disabilities if interested in an adaptive physical education career. Supplement coursework with special education classes.
 Secure a part-time position with a youth recreation center, college athletic facility, or intramural athletic administration department.
 Develop competitive and instructive proficiency in a wide array of sports.
 Obtain a graduate degree to teach at the college level or to advance into administrative positions.
 Become a graduate teaching assistant for physical education courses.

COACHING

Professional Coaching
 High School Coaching
 College Coaching
 Private Coaching

Professional sport teams
 Colleges and universities
 High schools and middle schools
 Recreational organizations or leagues (e.g., YMCA)
 Country clubs
 Racket clubs
 Golf and tennis resorts
 Cruise Lines
 City parks and recreation departments

Consider majoring in exercise science, sport management, or physical education.
 Obtain teacher licensure for high school and middle school coaching opportunities.
 Gain extensive, advanced playing experience.
 Maintain current CPR and first aid certifications.
 Gain additional knowledge in areas of strength training, fitness, nutrition, and conditioning.
 Learn about and practice motivational techniques.
 Become familiar with legal and regulatory issues related to coaching (e.g., NCAA regulations).
 Volunteer to coach neighborhood, church, and community teams.
 Attend practices of teams at various levels to observe coaches' techniques.
 Serve as a referee or umpire.
 Seek a graduate assistant position in athletic administration, instruction, or coaching.
 Obtain an assistant and then head coaching position at the university level to increase possibility of progressing to the professional level.

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STRATEGIES

OFFICIATING

Refereeing
Umpiring
Line Judging

Professional sport leagues
High school athletic associations
College and university athletic associations
Amateur athletic associations (e.g., United States Tennis Association)
Recreational leagues

Be prepared to maintain full-time employment in addition to refereeing.
Volunteer to umpire youth or Little League games.
Obtain certification to officiate in National Collegiate Athletic Association (NCAA) games.
Join sport associations and organizations to stay current on developments in the field and to make contacts.
Attend classes, seminars, camps, and workshops sponsored by these organizations and associations.
Attend an umpire training school or camp for professional opportunities.
Gain Professional Football Referees Association licensure or other applicable credential.
Obtain the required ten years of collegiate football refereeing experience before applying to The National Football League (NFL).

SPORT PSYCHOLOGY

Teaching
Research
Consultation
Performance Enhancement

Colleges and universities
Olympic training centers
Competitive youth sport centers
Recreation organizations and leagues
Professional sport teams
Professional and competitive athletes
Hospitals

Major in psychology, physical education, exercise science or other physical activity related field.
Obtain a doctoral degree in sport psychology, sport sociology, or clinical/counseling psychology and complete postdoctoral training if you desire to work with professional sport teams or athletes.
Develop good relationships with coaches and other athletic department personnel. Express a willingness to learn from coaches and athletes.
Gain experience in a variety of different sports.
Assist faculty with research.
Develop strong written and oral communication skills.
Consider coaching youth teams.
Show genuine care when working with athletes.
Join professional associations such as the American Psychological Association (APA) Division 47 (Sport and Exercise Psychology) or the Association for the Advancement of Applied Sport Psychology (AAASP).

AREAS

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STRATEGIES

EXERCISE AND HEALTH PSYCHOLOGY

Teaching
Research
Health Promotion
Primary Care
Inpatient Medical
Specialized Health Care

Colleges and universities
Hospitals
Health clubs and fitness centers
Olympic training centers
Rehabilitation clinics
Public health agencies

Major in one of the social sciences and supplement coursework with hard science classes.
Acquire training in the areas of research, grant-writing, and statistics.
Volunteer in a hospital or fitness center.
Develop strong written and oral communication skills.
Learn to work well in a team environment.
Earn a graduate degree in clinical, counseling, social, or experimental psychology for health psychology opportunities.
Earn a graduate degree in sport psychology, with an exercise emphasis, for a career in exercise psychology.
Pursue a postdoctoral internship or fellowship for advanced career opportunities.

GENERAL INFORMATION

- Be willing to work with sport teams in any capacity, realizing that most people start in low-level positions. Careers in sport and athletics are extremely competitive. Get as much experience as possible while in school.
- Join professional associations. Read their publications and attend their meetings, seminars, and conventions to learn more about the field, as well as to make important contacts.
- Look for jobs in the minor leagues as a way to enter the sport industry.
- Earn a graduate or professional degree for increased opportunities.
- Maintain excellent personal fitness and athletic proficiency.
- Learn to relate well to a variety of people from various backgrounds.
- Consider entering the field of athletics through skills and experience in another area such as accounting, sales, or information systems.