

# 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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**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**

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**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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### 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).

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### **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.