

# ATHLETICS AND SPORT

What can I do with this degree?

## AREAS

## EMPLOYERS

## STRATEGIES

### SPORT MANAGEMENT

Public Relations  
Agents/Representatives  
Sales  
Marketing  
Publicity  
Promotions  
Operations  
Event Coordination  
Program Coordination  
Fund-raising

Professional teams  
Professional athletes  
Sport associations  
NBA, PGA, etc.  
Arenas  
Auditoriums  
Stadiums  
Coliseums  
Colleges and universities  
Health clubs  
Sport facilities

Major in sport management or sport administration.  
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.  
Earn a graduate degree for greater career opportunities.  
Obtain an accounting or business background.  
Gain experience with public speaking and in sales.  
Volunteer to do publicity for your school or a local nonprofit group.  
Volunteer to coordinate sports programs and events for your school or local nonprofit group.  
Write articles or columns for your school or local newspaper.  
Join sport-oriented associations and organizations to make contacts.  
Obtain an internship or part-time job with a sports team.  
Work with minor league teams or lesser known teams as a way to enter the field.  
Be willing to work in any capacity to get started.

### SPORTING GOODS

Store Management  
Representing Manufacturers  
Product Development  
Product Distribution  
Product Marketing

Sporting goods manufacturers  
Sporting goods stores  
Exercise equipment manufacturers

Major in business, marketing, or related degree.  
Obtain a part-time job or internship in the areas of wholesaling and retailing.  
Develop excellent communication skills.

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### SPORT COMMUNICATIONS

Journalism  
Broadcasting  
Photojournalism

Newspapers  
Magazines  
Television stations  
Radio stations

Major in journalism, broadcasting, English, or public relations. Supplement your program with courses such as sports studies and physical education. Get an internship or part-time job with local newspapers and radio/television stations. Join the staff of your college newspaper or college radio/television station. Work at local and regional newspapers or television and radio stations as a way to enter the field. Gain as much experience as you can. Strive to get your pieces published in your college and local newspapers. Put together a portfolio of your published work, both articles and photos.

### EXERCISE SCIENCE

Research  
Teaching  
Assessment and Evaluation  
Program Development  
Athletic Training

Colleges and universities  
Sports medicine centers  
Hospitals and rehabilitation clinics  
Health clubs and fitness centers  
Professional teams  
Corporate health centers

Major in exercise science. Make plans for a professional school such as physical therapy or medicine. Consider graduate school: A master's degree is usually required for entry in this field. Build a strong background in the sciences. Develop computer skills in order to be comfortable with the technology currently being used in the field. Work in a physical therapy clinic, health club or gym to get experience and to make contacts. Volunteer to work with the sports teams at your school. Volunteer to run exercise programs at your school or local nonprofit organizations. Consider working with manufacturers of exercise equipment or nutritional supplements to learn about the field and to make contacts. Develop excellent interpersonal skills to work with clients, coaches, and team physicians. Obtain the Athletic Trainer Certificate (ATC) from the National Athletic Trainers Association (NATA).

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### PHYSICAL EDUCATION

Schools, K-12  
Colleges and universities

Obtain a degree in education with a major in physical education or other sport-related major and teacher certification for the state in which you want to teach.

Obtain a graduate degree to teach at the college level or to advance into administrative positions.

Supplement your program with courses in communications, science, and business to permit greater flexibility upon graduation.

Maintain physical fitness for yourself to be a role model for students.

Check with college placement offices for job openings. They often receive notices from other colleges and schools that need to hire instructors.

Apply for summer school positions as a way to get your foot in the door of a school system.

Get a summer job working in a youth recreation center to get experience.

### COACHING

Professional Coaching  
High School Coaching  
College Coaching  
Head Coaching  
Assistant Coaching

Professional sports teams  
Colleges and universities  
High schools

Obtain a four-year degree. Physical education is a good choice.

Most high school coaches also have teaching responsibilities which require certification in a subject area.

Most coaches have played the sport they coach, so get plenty of playing time in your sport.

Professional coaches have usually coached at the college and university level first. Become a graduate assistant to a college coach.

Know first aid techniques.

Gain additional knowledge in areas such as strength and fitness development and nutrition.

Keep track of current developments in training and conditioning.

Learn about motivational techniques.

Develop organizational skills to schedule games, recruiting, etc.

Be aware of the legal issues related to coaching.

Volunteer to coach neighborhood, church, and community teams to gain experience.

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COACHING, Continued

Serving as a referee or umpire can hone your knowledge and recall of the rules of your sport.

Attend the practices of teams at various levels to observe coaches' techniques.

Read trade magazines and books to stay current on developments in your field.

**OFFICIATING**

Referees  
Umpires

Professional sports leagues  
High school athletic associations  
Amateur athletic associations  
Recreation leagues

Most referees hold full-time jobs in addition to refereeing.

The national Football League (NFL) requires individuals to have at least ten years experience refereeing varsity college football before applying to be an NFL referee.

Get licensed through the Professional Football Referees Association.

Volunteer to umpire youth games or Little League to get as much experience as possible.

Attend an umpire training school or camp, a requirement to get into this field professionally.

Obtain certification to officiate in National Collegiate Athletic Association (NCAA) games.

Join sports associations and organizations to keep up with developments in the field and to make contacts.

Attend classes, seminars, camps, and workshops sponsored by these organizations and associations.

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### **GENERAL INFORMATION**

- Get experience in your specialty area, even if you're not working in the sports industry.
- Work as a sports writer or photographer for the school or local newspaper.
- Work with a sports team in any capacity, even if it's not the exact job you want.
- Join professional associations.  
Read their publications and attend their meetings, seminars, and conventions to learn more about the field as well as to make more important contacts.
- Look for jobs in the minor leagues and with lesser known teams as a way to enter the sports industry.
- Careers in sports and athletics are extremely competitive. Get as much experience as possible while you are in school, and be prepared to start at the bottom.