

LASELL COLLEGE
Office of Career Services

What Can I Do With a Major In...
SPORTS MANAGEMENT

This field of study focuses on building a knowledge base of the major functional areas of business and developing an understanding of the specific concerns in sport related businesses. The organization and tasks of management, accounting, finance and marketing are emphasized. The areas of sports law and ethics, special events planning and sports information and communication are explored. Career options are found with professional teams, sports facilities, fitness clubs and sporting good manufacturers and retailers.

CAREER POSSIBILITIES*

Team General Manager	Coach	Video Coordinator
Business Manager	Athletic Director	Traveling Secretary
Professional Scout	Physical Ed Instructor	Community Relations Dir.
Marketing Director	Group Sales Manager	Franchise Licensing Agent
Promotions Director	Umpire/Referee	Scoreboard Operator
Team Publicist	Sports Writer/Columnist	Public Address Announcer
Public Relations Director	Sportscaster	Game Production Manager
Ticket Manager	Sport Program Coordinator	Sports Announcer
Box Office Manager	Concessions Manager	Stadium Manager
Equipment Manger	Personal Trainer	Sports Psychologist
Sports Agent	Health Club Manager	Nutritionist
Sports Statistician	Manufacturer's Rep.	Conditioning Coach
Publicist	Parks & Recreation Dir.	Athletic Trainer
Sports Event Coordinator	Sports Store Manager	Youth Sports Camp Dir.
Contract Negotiator	Director of Facilities	

*positions are at various levels some of which require graduate degrees

Additional Information:

Occupational Outlook Handbook (www.bls.gov/oco)
Job Profiles (www.jobprofiles.org)
WetFeet Career Profiles (www.wetfeet.com/Content/Careers.aspx)
Jobs in Sports Profiles (<http://register.sportsline.com/u/sportscareers/college/profile.htm>)
Sports Fitness Network (www.sportsfitnessnetwork.com)

Books Available at Office of Career Services:

- Athlete's Guide to Career Planning by Al Petitpas, Delight Champagne, Judy Chartrand, Steven Danish, and Shane Murphy
- Career Opportunities in the Sports Industry by Shelly Field
- Job Seekers Guide by Eastern College Athletic Conference Sports Information Directors' Association

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