Sport Management is a relatively new field emerging from the growing worldwide popularity of sport. Billions of dollars are generated annually, directly or indirectly, from sport franchises, sport involvement, sport spectating, sport tourism, and sport merchandising. Sport has an increasing influence on society.

There is perhaps no better time in history to pursue employment in the sport industry. In 2006, the sport business industry was estimated at $213 billion by Street & Smith’s Sport Group. Students at UNLV are exposed to the unique aspects of sport marketing, finance and budgeting, operations, contract negotiations, and law.

Many sport organizations operate as a small-business. Sport managers provide for the effective and efficient operation of the enterprise. They are expected to have skills in finance, personnel management, marketing, sport field operations, grounds and facility maintenance, planning, and public relations.

Opportunities exist in professional sport organizations, intercollegiate sport, university recreational sport programs, non-profit based youth and adult sport organizations, youth development programs, public parks and recreation agencies, military recreation, sport national governing bodies, international sport organizations and governing bodies, and sport merchandising.

**The Department**

The Department of Recreation and Sport Management prepares students for careers in the leisure service industry, including sport management careers. The curriculum consists of the recreation management core, university general-education requirements, specialized concentrations, and electives. In addition, students culminate their degrees with full-semester, 40 hour-per-week professional internships.

**Employment Opportunities**

Sport Management graduates will be prepared to begin careers in a variety of areas. A sampling of the types of positions available to sport management graduates is provided on the following page.

Entry-level jobs offer a variety of starting salaries and offer excellent opportunities for rapid advancement. Some graduates may follow up the sport management degree by going to graduate school for a master’s and/or doctorate, or by attending law school to become sport agents.
The Media
✦ Newspapers
✦ Television
✦ Cable
✦ Special interest sports/recreation publications

The Olympic Movement
✦ The International Olympic Committee & United States Olympic Committee
✦ National sport governing bodies (more than 40)
✦ Various state governing bodies

State & City Sports Commissions
✦ Las Vegas, Los Angeles, Indianapolis, New Orleans, etc.
✦ City & state government sports agencies
✦ Parks & recreation departments

Sports & Leisure Industry
✦ Ski resorts
✦ Tennis & golf resorts
✦ Major health spas
✦ Health & fitness clubs
✦ Racquet clubs

Sports Equipment & Supply Industry
✦ Wilson, MacGregor, Head, Spalding, etc. (golf, tennis)
✦ Nike, Reebok, Adidas, New Balance
✦ Sporting Goods Manufacturer’s Association
✦ Leisure, outdoor recreational clothing (skiing, swimming)

Professional Leagues
✦ National Football League
✦ Major League Baseball
✦ National Basketball Association
✦ Women’s National Basketball Association
✦ National Hockey League
✦ Major League Soccer
✦ Arena Football League
✦ Women’s Professional Softball League

Professional Minor Leagues
✦ AAA, AA, A baseball leagues
✦ Arena Football 2
✦ National Basketball Developmental League
✦ Continental Basketball Association
✦ American Basketball Association

Colleges & Universities
✦ League or conference offices (NCAA, etc.)
✦ Individual institutions

Major Corporations
✦ In-house marketing & promotions departments
✦ Individual companies

Sports Marketing Agencies
✦ International Management Group (IMG)
✦ ProServ
✦ Advantage International
✦ Del Wilber Associates
✦ Wilhelmenia Models, Inc.

Major Advertising/Public Relations Agencies
✦ Many have in-house sport marketing unit

Special Organizations
✦ YMCA & YWCA
✦ Special Olympics
✦ Senior citizens’ groups
✦ Boys’ & Girls’ Clubs of America

National Sports Organizations
✦ National Association of Governors Councils on Physical Fitness & Sports
✦ National Association of State Games
✦ President’s Council on Physical Fitness & Sports
✦ Women’s Sports Foundation
✦ National Association of High School Coaches
✦ Many more

Sports Management Group
✦ Managing municipal golf courses for cities
✦ Running special events for companies & marketing firms
✦ Conducting venue surveys, etc.

Stadiums & Arenas
✦ Management positions
✦ Marketing & public relations
✦ Design & development

Event Management
✦ Creating & implementing sports events for sponsors
✦ Consulting on existing events

Professional Player Associations & Unions
✦ NFL, MLB, NHL, NBA players’ associations
✦ Various player alumni associations

Player Agent or Representatives
✦ Usually requires a law degree, as well as financial & investment skills

Individual Sports Associations
✦ PGA Tour
✦ LPGA Tour
✦ Senior PGA Tour
✦ Nike Tour
✦ United States Tennis Association
✦ Motor Sports
✦ NASCAR
✦ Individual race teams or companies (Joe Gibbs Racing, Dale Earnhardt, Inc.)
✦ Championship Auto Racing Teams (CART)
✦ Indy Racing League
✦ National Hot Rod Association
✦ Formula One racing