

Sport Management | Bachelor of Science

EMPLOYMENT
OF SPORTS OCCUPATIONS
IS PROJECTED TO GROW
7 PERCENT
FROM 2019 TO 2029,
FASTER THAN THE
AVERAGE FOR ALL
OCCUPATIONS.

U.S. BUREAU
OF LABOR STATISTICS

Successful organizations in the sports industry are constantly searching for leaders with specialized training. The Sport Management program prepares students for management and leadership positions with professional sports teams, intercollegiate athletics departments, community sport organizations, sport marketing firms, sport equipment and apparel manufacturers, and other businesses connected to the sport industry.

PROGRAM FEATURES

Students in the B.S. Sport Management program will prepare for positions in the sport industry via coursework designed to supply them with industry-specific skills and connections. Coursework includes instruction in sport sales and marketing, facility and event management, sport governance and administration, sport ethics, sport finance, sport law, sport marketing, international sport, and intercollegiate athletics management. Sport management careers require both specific knowledge of their particular sport industry sector as well as generalized business skills like critical thinking and problem solving. Students gain sport industry experience through internships with professional sports teams, college athletic departments, public and private sport facilities,

For more information on program requirements, visit

Catalog.SouthernCT.edu/undergraduate

CAREER OPPORTUNITIES

Graduates find themselves ready to take on work at the amateur, intercollegiate and professional sports levels. They are uniquely prepared for a number of positions within the sport industry. Some possible careers for sport management graduates include:

- Sport Marketing
- Sport Event Planning
- Sport Merchandising
- Athletic Administration
- Guest Relations
- And many more

These jobs can be performed in a variety of environments, including arenas, professional sports teams, marketing firms, colleges, and universities, as well as youth and club programs.

FOR MORE INFORMATION

Undergraduate Admissions Office

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SouthernCT.edu/admissions/undergraduate



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