Sports Management introduces the student to the principles of leisure management, financial management, marketing and promotions of sports, and principles and problems of coaching.

**Career Opportunities in Sports Management**

- Athletic Academic Advising
- Athletic Director
- Business/Tax Planning
- Coaching
- Contract Negotiations
- Compliance
- Draft Preparation
- Event Management
- Facilities Management
- Finance Management
- Leisure Services
- Media Relations
- Marketing and Promotions
- NCAA Compliance/Legal Services
- Operations
- Sports Administration
- Sports Broadcasting
- Strength and Conditioning
- Web Development

**Employers of Sports Management Graduates**

- Athletic Clubs
- Broadcast Organizations
- Colleges and Universities
- Community/Fitness Centers
- Marketing/Promotions Firms
- National Collegiate Athletic Association
- National Sports Leagues
- Public and private schools

**Professional Associations and Affiliations**

- National Collegiate Athletic Association
  www.ncaa.org
- Sports Careers
  www.sportscareers.com
- Sports Executives and Job Seekers
  www.sportmanagementclub.com
- Sports Management
  www.sports-management.com
- Sports Management Groups
- Sports Management Worldwide
  www.smww.com
- Sports Associations and League Affiliations
  www.usateamsports.com/sports_associations.htm
  www.50states.com/sports/associations.htm
- United States Sports Academy
  www.ussa.edu