This sheet identifies sample occupations and work settings associated with the Sports Management major in the College of Education and Professional Studies. These are not the only options for this major, so further research may be necessary to identify a career path that is right for you. Additional training may be required for some of these options.

Sample Occupations:
- Sports Merchandise Manager
- Events Manager
- Sports Psychologist
- Facility Manager
- Sport Retail Manager
- Sports Agent
- Team PR Specialist
- Player PR Specialist
- Sports Reporter
- Sports Information Director
- Sports Marketing Specialist
- Athletic Communications Coordinator
- Corporate Sales Director
- Recreation Coordinator
- Coordinator of Athletic Facilities
- NCAA Manager
- Box Office and Ticketing Manager
- Intercollegiate Athletics Director
- Game-day Operations Manager
- Director of Development for Athletics

Sample Work Settings:

Industry Buzzwords:
*Industry buzzwords are words or phrases specific to an industry, profession, or field of study and are used by recruiters to vet applicants for positions. Below is a sample list of buzzwords for the Sport Management industry. Buzzwords can be found in the job description and should be incorporated into your resume and cover letter.*

Policy/compliance knowledge and interpretation, strong written and verbal skills, interpersonal skills, consult/collaboration, sales, marketing, budgeting, customer service, risk management, operation management, conflict resolution, event management, assessment, sportsmanship, statistical analysis.

Career Exploration & Job Search Resources:
- Career and Major Exploration Resources: MyCareerShines (accessed via MyUWF), [www.OnetOnline.org](http://www.OnetOnline.org)
- Job Search Resources: JasonQuest (accessed via MyUWF), LinkedIn, company job pages.
- Salary Research: [http://www.naceweb.org/salary-resources/starting-salaries.aspx](http://www.naceweb.org/salary-resources/starting-salaries.aspx)
- Sport Job Search: [https://www.workinsports.com/](https://www.workinsports.com/)