## ATHLETICS AND SPORT

### What can I do with this major?

#### AREAS

**SPORT MANAGEMENT**
- For in-depth information see *What Can I Do With This Major, Sport Management*
- Administration of Amateur Athletics
  - Olympic
  - Intercollegiate
  - High School
  - Youth
- Administration of Professional Teams and Leagues
  - Player Personnel
  - Business Operations
- Public Relations
- Sales
- Marketing and Promotions
- Ticketing and Seat Management
- Facilities Management
- Event Coordination
- Program Coordination
- Fund Raising
- Sponsorship Sales
- Sport Information
- Athlete Representation

#### EMPLOYERS

- Professional teams and leagues, e.g., NFL, MLB
- Professional athletes
- Professional player associations and unions
- Sport associations, e.g., PGA Tour
- Conference offices, e.g., SEC, ACC
- Governing bodies
- Colleges and universities
- Arenas
- Auditoriums
- Stadiums
- Golf courses
- Tracks
- High schools
- Youth sport programs
- Sport related franchises
- Training centers
- Sport camps
- Health and fitness clubs
- Recreational facilities
- Local sport and tourism corporations
- Sport marketing firms
- Sport management firms

#### STRATEGIES

- Major in sport management or sport administration.
  - Earn a master’s degree for increased opportunities.
- Develop outstanding communication skills, written, and oral.
- Take courses in marketing, public relations, and advertising. Hone public speaking skills.
- For player representation, pursue a degree in law to aid in negotiating contracts and financial planning.
- Obtain accounting or business skills and experience.
- Develop a background in sales.
- Volunteer to coordinate athletic programs and events such as marathons, golf tournaments, or special olympics for campus organizations or local non-profit groups.
- Get involved with campus sport teams, intramurals, or recreational programs (e.g., team manager).
- Build a network of contacts with sport administrators, student athletes, and merchandise representatives.
- Join sport-oriented associations and organizations.
- Obtain an internship or part-time job with a team, an athletic organization, or a sport facility.
- Be willing to work in any capacity with minor league or local teams as a way to enter the field and gain experience.
- Demonstrate a willingness to work long and irregular hours, including holidays.
## SPORTING GOODS/SPORT MERCHANDISING

**Areas**
- Product Development
- Product Distribution
- Sales and Marketing
- Brand/Product Representation
- Store Management
- Internet Sales

**Employers**
- Sport equipment and supply industry, e.g., Wilson, Spalding, Adidas
- Exercise equipment manufacturers
- Sport and recreation retailers
- Online sport retailers
- Sports & Fitness Industry Association

**Strategies**
- Work in retail stores that sell sport or recreational merchandise or in campus recreation facilities that rent equipment to students.
- Gain sales experience through part-time or summer jobs and internships.
- Volunteer as a team equipment manager.
- Make contact with college equipment or uniform representatives.
- Develop excellent interpersonal, communication and customer service skills.

## SPORT MEDIA

**Journalism**
- Newspapers
- Television stations
- Radio stations
- Magazines
- Special interest sport publications
- Sport-related internet sites
- Colleges and universities
- Nonprofit organizations
- Professional associations

**Broadcasting**

**Photojournalism**

**Sport Information**

**Advertising Sales**

**Excellence in**
- Major in journalism, broadcasting, electronic media, photography, or English.
- Supplement program with courses in sport management or physical education.
- Obtain an internship or part-time job with local or university newspaper or radio/television station.
- Publish, as much as possible, in college and local newspapers.
- Create a portfolio of published work, both articles and photographs, or an online portfolio highlighting digital media skills.
- Develop excellent public speaking and writing skills and a solid command of sports.

## EXERCISE SCIENCE

**For in-depth information, see What Can I Do With This Major, Kinesiology/Exercise Science**

**Research**
- Colleges and universities
- Public and private schools
- Sport medicine centers
- Hospitals and rehabilitation clinics
- Health clubs and fitness centers
- Professional teams
- Corporate health centers

**Teaching**

**Assessment and Evaluation**

**Program Development**

**Athletic Training**

**Personal Training**

**Excellence in**
- Major in exercise science, exercise physiology, kinesiology, or sport medicine.
- Supplement curriculum with nutrition and hard science courses.
- Consider professional or graduate school in physical therapy, occupational therapy, athletic training, or sport medicine.
- Obtain necessary certification such as Certified Group Fitness Instructor, Certified Personal Trainer, or National Athletic Trainer Certification.
### EXERCISE SCIENCE continued

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<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td>Rehabilitation</td>
<td>Professional fitness organizations such as:</td>
<td>Other certifications can be granted by the American College of Sports Medicine or the National Strength and Conditioning Association.</td>
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<tr>
<td>Strength and Conditioning</td>
<td>American College of Sports Medicine</td>
<td>Develop computer skills and familiarity with technology used in the field.</td>
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<tr>
<td>Health Club Management</td>
<td>National Strength and Conditioning Association</td>
<td>Work in a physical therapy clinic, health club, or gym to gain experience and make contacts.</td>
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<tr>
<td>Group Fitness Instruction</td>
<td>Olympic training centers</td>
<td>Volunteer to work with college or high school sport teams, or to run exercise programs for local, non-profit organizations.</td>
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<tr>
<td>Sport Medicine</td>
<td>Competitive youth training centers</td>
<td>Consider working with manufacturers of exercise equipment or nutritional supplements to learn more about the field and to make contacts.</td>
</tr>
<tr>
<td>Physical Therapy</td>
<td>Nutritional supplement manufacturers</td>
<td>Develop excellent interpersonal skills for working with clients, coaches, and team physicians.</td>
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### PHYSICAL EDUCATION

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<tr>
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<tbody>
<tr>
<td>Teaching</td>
<td>Public and private schools, K-12</td>
<td>Obtain a degree in education, physical education, or other sport related field in addition to appropriate state teacher licensure. Earn dual certification for increased job opportunities.</td>
</tr>
<tr>
<td>Research</td>
<td>Colleges and universities</td>
<td>Become familiar with a variety of physical, cognitive, and affective disabilities if interested in an adaptive physical education career.</td>
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<tr>
<td>Adaptive Physical Education</td>
<td>Public and private preschool programs e.g., Head Start</td>
<td>Supplement coursework with special education classes.</td>
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<tr>
<td>Recreational Sport Administration</td>
<td>Programs servicing children and adults with special needs</td>
<td>Secure a part-time position with a youth recreation center, college athletic facility, or intramural athletic administration department.</td>
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</tbody>
</table>

- **Obtain a graduate degree to teach at the college level or to advance into administrative positions.**
- **Secure a graduate assistanship teaching physical education courses.**
- **Develop competitive and instructive proficiency in a wide array of sports.**
- **Serve as a tutor, peer mentor, resident assistant, or student advisor.**
- **Maintain excellent personal fitness and athletic proficiency.**
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<td><strong>COACHING</strong></td>
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<tr>
<td>Professional Player Personnel</td>
<td>Professional sport teams</td>
<td>Major in exercise science, sport management, or physical education, although coaches can hold nearly any academic background.</td>
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<tr>
<td>College and Universities</td>
<td>Colleges and universities</td>
<td>Obtain teacher licensure in an academic subject for high school or middle school coaching positions.</td>
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<tr>
<td>High School, Public and Private</td>
<td>High schools and middle schools</td>
<td>Gain extensive, advanced playing experience.</td>
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<tr>
<td>Youth Sport</td>
<td>Recreational organizations or leagues, e.g., YMCA</td>
<td>Research coaching certifications in various sports.</td>
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<td>Country clubs</td>
<td>Develop additional knowledge in areas of strength training, fitness, nutrition, and conditioning.</td>
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<td>Racket clubs</td>
<td>Learn about and practice motivational techniques.</td>
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<td>Gyms</td>
<td>Become familiar with legal and regulatory issues related to coaching, e.g., NCAA regulations.</td>
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<td>Tracks</td>
<td>Volunteer to coach neighborhood, church, and community teams.</td>
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<td>Ice rinks</td>
<td>Attend practices of teams at various levels to observe coaches’ techniques.</td>
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<td>Golf and tennis resorts</td>
<td>Serve as a referee or umpire.</td>
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<td>City parks and recreation departments</td>
<td>Seek a graduate assistant position in athletic administration, instruction, or coaching.</td>
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<td>Youth sport organizations</td>
<td>Obtain an assistant and then head coaching position at the university level to increase possibility of progressing to the professional level.</td>
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<td>e.g., Little League Baseball</td>
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<td>Sport related franchises</td>
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<td>Sport camps</td>
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<td><strong>OFFICIATING</strong></td>
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<tr>
<td>Refereeing</td>
<td>Professional sport leagues</td>
<td>Volunteer to umpire youth or Little League games.</td>
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<tr>
<td>Umpiring</td>
<td>College and university athletic associations</td>
<td>Work as a referee for campus intramurals.</td>
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<tr>
<td>Line Judging</td>
<td>Amateur athletic associations</td>
<td>Be prepared to maintain full-time employment in addition to refereeing while you get started. It takes time to build a career in refereeing.</td>
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<td> </td>
<td>e.g., United States Tennis Association</td>
<td>Demonstrate a willingness to work irregular hours, including weekends and holidays.</td>
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<td> </td>
<td>High school athletic associations</td>
<td>Join sport associations, e.g., National Association of Sport Officials, local official associations, and organizations to stay current on developments in the field and to make contacts.</td>
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<td> </td>
<td>Recreational leagues</td>
<td>Attend classes, seminars, camps, and workshops sponsored by these organizations.</td>
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<td>Obtain certification to officiate in National Collegiate Athletic Association (NCAA) games.</td>
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<td> </td>
<td>Attend an umpire training school or camp for professional opportunities.</td>
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<tr>
<td><strong>SPORT PSYCHOLOGY</strong></td>
<td>Major in psychology, physical education, exercise science, or other physical activity related field.</td>
<td>Obtain the required ten years of collegiate football refereeing experience before applying to The National Football League (NFL). Earn the Professional Football Referees Association license or other applicable credentials.</td>
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<tr>
<td>Teaching</td>
<td>Colleges and universities</td>
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<tr>
<td>Research</td>
<td>Olympic training centers</td>
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<tr>
<td>Consultation</td>
<td>Competitive youth sport centers</td>
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<td>Performance Enhancement</td>
<td>Recreation organizations and leagues</td>
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<td></td>
<td>Professional sport teams</td>
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<td></td>
<td>Professional and competitive athletes</td>
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<td></td>
<td>Hospitals</td>
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<tr>
<td><strong>OFFICIATING strategies continued</strong></td>
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There are many different ways to work within the sport industry. Identify a particular area of interest and then gain the best combination of educational preparation, experience, and skills because requirements will vary by field.

Be willing to work with sport teams and organizations in any capacity, realizing that most people start in low-level positions. Careers in sport and athletics are extremely competitive. Get as much experience as possible while in school, even if unpaid.

Join professional associations. Read their publications and attend their meetings, seminars, and conventions to learn more about the field, as well as to make important contacts.

Get involved with campus sport teams, intramurals, or recreational programs and facilities. Seek leadership roles, manage equipment and facilities, or plan events.

Look for jobs in the minor leagues as a way to enter the sport industry.

Earn a graduate or professional degree for increased opportunities.

Maintain excellent personal fitness and athletic proficiency. Develop a good command of sports.

Learn to relate well to a variety of people from different backgrounds and personalities.

Consider entering the field of athletics through skills and experience in another area such as accounting, sales, or information systems.

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**EXERCISE AND HEALTH PSYCHOLOGY**

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<tbody>
<tr>
<td>Research</td>
<td>Hospitals</td>
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<tr>
<td>Health Promotion</td>
<td>Health clubs and fitness centers</td>
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<tr>
<td>Primary Care</td>
<td>Olympic training centers</td>
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<tr>
<td>Inpatient Medical</td>
<td>Rehabilitation clinics</td>
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<tr>
<td>Specialized Health Care</td>
<td>Public health agencies</td>
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</tbody>
</table>

Major in one of the social sciences and supplement coursework with hard science classes.

Acquire training in the areas of research, grant-writing, and statistics.

Volunteer in a hospital or fitness center.

Develop strong written and oral communication skills.

Learn to work well in a team environment.

Maintain excellent personal fitness.

Earn a graduate degree in clinical, counseling, social, or experimental psychology for health psychology opportunities.

Obtain a graduate degree in sport psychology, with an exercise emphasis, for a career in exercise psychology.

Pursue a postdoctoral internship or fellowship for advanced career opportunities.

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**GENERAL INFORMATION**

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