SPORT MANAGEMENT

Program Objectives
We prepare and inspire current and future leaders and stimulate economic growth by providing quality learning opportunities, valuable research, and professional service, all in partnership with the business community.

The USM School of Business is located in Portland, Maine – an acclaimed faculty and serious, career-minded students working hand-in-hand with New England's business leaders to create academic and real world, practice-based partnerships inside the classroom and inside the business place.

Sport Management Major
The sport management major (27 credits) prepares students for careers in the dynamic, global, and multi-million dollar sport industry. The sport management major is designed to meet the needs of these managers in a range of sport industry settings and recognizes the essential business foundations required to be successful in the field.

Degrees & Concentrations Offered
Graduation Planner: usm.maine.edu/advising/degreeplanning
Degree Offered: Bachelor of Science
Major Offered: Sport Management

School of Business
Portland Campus, 113 Luther Bonney
(207) 780-4020
Web Address: usm.maine.edu/sb/bs-business-administration-sports-management-major
Facebook: usmschoolofbiz
Twitter: #USM_Biz_Alum
Blog: usmschoolofbusiness.wordpress.com

Career Possibilities*
Account Executive, Ticket Sales
Advertising & Sales Coordinator
Assistant Director of Operations
Athlete Representation/Agent
Athletic Director
Athletic Equipment Manager
Community Relations Manager
Digital Media Manager
Director of Stadium Operations
Director of Ticket Operations
Event Coordinator
Facility Manager
Membership Manager
Professional Sports Manager
Promotions Director
Scoreboard Operator
Sponsorship Manager
Sporting Goods Sales Representative
Ticket Operations Coordinator
Youth Sports Coordinator
* Additional education, training or experience may be required.

Acquired Transferable Skills
Active Learning & Listening
Complex Problem Solving
Coordination
Critical Thinking
Judgment and Decision Making
Monitoring
Negotiation
Reading Comprehension
Social Perceptiveness
Speaking
For more information on transferable skills go to: usm.maine.edu/community-engagement-career-development/career-tools
### What can I do with this major?*

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<th>AREA</th>
<th>EMPLOYERS</th>
<th>INFORMATION/STRATEGIES</th>
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| Amateur Athletics           | Colleges and universities  
National Collegiate Athletic Association (NCAA)  
Conference offices, e.g. SEC, ACC  
National Governing Bodies (e.g. USA Basketball, USA Soccer) | • Build relationships on campus with athletic administrators.  
• Gain relevant experience through practica and internships.  
• Gain experience working with youth, e.g. volunteer or work at sport and recreation camps. |
| Facilities & Event Management | Stadiums  
Arenas  
Golf courses | • Find a job managing facilities or fields on campus.  
• Gain event planning experience by serving as the events coordinator or social chair with a student organization.  
• Research requirements for the Certified Facility Manager (CFM). |
| Professional Teams & Leagues | Professional leagues  
Motor sport organizations  
Sport associations  
Professional player associations | • Plan to earn a graduate degree in sport management, business, or related area and acquire relevant experience in order to work in professional sports.  
• Volunteer or intern with minor league teams |
| Sport Merchandising         | Sport equipment and supply industry (Wilson, Spalding, Adidas)  
Exercise equipment manufacturers | • Work in retail stores that sell sport or recreational merchandise or in campus recreation facilities that rent equipment.  
• Gain sales experience through part-time or summer jobs/internships.  
• Make contact with college equipment or uniform representatives. |
| Sport Marketing & Sales     | Sport Marketing Agencies (e.g. Octagon, Shamrock Sports)  
Professional teams | • Gain relevant experience through part-time or summer jobs or internships.  
• Volunteer with local teams |

*To learn about these areas and much more visit: whatcanidowithismajor.com/major • © 2011 What Can I Do With This Major

### Enrichment Opportunities

- **Internships**  
  USM’s School of Business Internship Program allows students the opportunity to apply classroom learning in area businesses for academic credit.  
  [usm.maine.edu/community-engagement-career-development/internships](usm.maine.edu/community-engagement-career-development/internships)

- **Study Abroad**  
  For more information contact the USM Office of International Programs.  
  [usm.maine.edu/international/study-abroad](usm.maine.edu/international/study-abroad)

- **Clubs & Organizations**  
  Sport Management Club, Management Achievement Program  
  For a complete list of student organizations:  
  [webapp.usm.maine.edu/pathways/list](webapp.usm.maine.edu/pathways/list)

- **USM Corporate Partners**  
  The USM Corporate Partners are over 350 business people, from nearly 100 companies.  
  [usm.maine.edu/corporatepartners](usm.maine.edu/corporatepartners)

### Helpful Career Links

- **USMCareerConnections:**  
  USM’s career network for job and internship searches.  
  [usm.maine.edu/community-engagement-career-development/usmcareerconnections](usm.maine.edu/community-engagement-career-development/usmcareerconnections)

- **O*NET OnLine:**  
  Learn more about a career opportunity by researching it with O*NET.  
  [onetonline.org](onetonline.org)

- **Occupational Outlook Handbook:**  
  Learn more about a career opportunity by researching it with OOH.  
  [bls.gov/ooh](bls.gov/ooh)

- **PROFESSIONAL ASSOCIATIONS To name a few...**  
  Women in Sports & Events  
  National Sports Marketing Network  
  International Association of Venue Managers