



## 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](https://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](https://usm.maine.edu/sb/bs-business-administration-sports-management-major)

Facebook: [usmschoolofbiz](https://www.facebook.com/usmschoolofbiz)

Twitter: [#USM\\_Biz\\_Alum](https://twitter.com/USM_Biz_Alum)

Blog: [usmschoolofbusiness.wordpress.com](https://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](https://usm.maine.edu/community-engagement-career-development/career-tools)

## What can I do with this major?\*

AREA	EMPLOYERS	INFORMATION/STRATEGIES
<b>Amateur Athletics</b>	Colleges and universities National Collegiate Athletic Association (NCAA) Conference offices, e.g. SEC, ACC National Governing Bodies (e.g. USA Basketball, USA Soccer)	<ul style="list-style-type: none"> <li>• Build relationships on campus with athletic administrators.</li> <li>• Gain relevant experience through practica and internships.</li> <li>• Gain experience working with youth, e.g. volunteer or work at sport and recreation camps.</li> </ul>
<b>Facilities &amp; Event Management</b>	Stadiums Arenas Golf courses	<ul style="list-style-type: none"> <li>• Find a job managing facilities or fields on campus.</li> <li>• Gain event planning experience by serving as the events coordinator or social chair with a student organization.</li> <li>• Research requirements for the Certified Facility Manager (CFM).</li> </ul>
<b>Professional Teams &amp; Leagues</b>	Professional leagues Motor sport organizations Sport associations Professional player associations	<ul style="list-style-type: none"> <li>• Plan to earn a graduate degree in sport management, business, or related area and acquire relevant experience in order to work in professional sports.</li> <li>• Volunteer or intern with minor league teams</li> </ul>
<b>Sport Merchandising</b>	Sport equipment and supply industry (Wilson, Spalding, Adidas) Exercise equipment manufacturers	<ul style="list-style-type: none"> <li>• Work in retail stores that sell sport or recreational merchandise or in campus recreation facilities that rent equipment.</li> <li>• Gain sales experience through part-time or summer jobs/ internships.</li> <li>• Make contact with college equipment or uniform representatives.</li> </ul>
<b>Sport Marketing &amp; Sales</b>	Sport Marketing Agencies (e.g. Octagon, Shamrock Sports) Professional teams	<ul style="list-style-type: none"> <li>• Gain relevant experience through part-time or summer jobs or internships.</li> <li>• Volunteer with local teams</li> </ul>

\*To learn about these areas and much more visit: [whatcanidowiththismajor.com/major](http://whatcanidowiththismajor.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](http://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](http://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](http://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](http://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](http://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](http://onetonline.org)

### **Occupational Outlook Handbook:**

Learn more about a career opportunity by researching it with OOH. [bls.gov/oooh](http://bls.gov/oooh)

### **PROFESSIONAL ASSOCIATIONS To name a few...**

[Women in Sports & Events](#)

[National Sports Marketing Network](#)

[International Association of Venue Managers](#)



PORTLAND • GORHAM • LEWISTON • ONLINE

Office of Community Engagement and Career Development • [usm.maine.edu/cccd](http://usm.maine.edu/cccd)

(207) 228-8091

[usmcareers@maine.edu](mailto:usmcareers@maine.edu)

P.O. Box 9300, Portland, ME 04104-9300

100 Payson Smith Hall, 96 Falmouth St., Portland Campus