Sport Management
Career Outlook 2014–2015

Sport Management Programs Available at Bemidji State University:
Major: Sport Management (B.A.)
Minor: Sport Management
Department Website: https://www.bemidjistate.edu/academics/departments/human-performance-sport-health/

MAJOR HIGHLIGHTS:
The vision of the Department of Human Performance, Sport, and Health is “preparing and empowering future professionals to promote physical activity, health, and sport.” The mission of the Department of Human Performance, Sport, and Health is to provide students with experiences to develop leadership, communication, and technological skills for learning, for citizenship, and for work. Our programs foster an appreciation of the contributions of physical activity, wellness, and sport to society. Sport management offers specialized training and education for individuals seeking careers in the sport business industry. The Sport Management curriculum is designed to meet the Common Professional Component (CPC) as outlined by COSMA: social, psychological, and international foundations of sport, management, ethics in sport management, sport marketing & communication, finance/accounting/economics, legal aspects of sport, integrative experience. Students have the opportunity to gain valuable work experience by completing a 400-hour internship in a sport management setting of their choice. This required internship provides an opportunity to apply management principles and concepts learned in the classroom.

EMPLOYMENT AREAS:
The “Occupational Outlook Handbook” reports that meeting, convention and event planners held about 94,200 jobs in 2012. About 13 percent worked for business, professional, labor and political organizations; 10 percent worked for accommodation, including hotels and motels; 9 percent worked for customer support services including trade show organizers; and another 9 percent worked for colleges and grant-making services. About 9 percent of meeting planners were self-employed. Advertising, marketing, promotions, public relations, and sales managers held about 637,400 jobs in 2012. Sales managers held 359,300 of these positions.

PROJECTED DEMAND FOR SPORT MANAGEMENT MAJORS
MnCareers reports that the outlook for advertising salespeople is good, with 3,120 currently employed in Minnesota with a median salary of $23.00 per hour (this figure includes ad sales people in all areas, not just sports). The iSeek.org website reports that for agents/business managers, growth is projected to be up to 7.1%.

PROJECTED DEMAND FOR SPORT MANAGEMENT MAJORS NATIONWIDE:
Focus™2 reports that the nationwide demand for sales representatives is expected to grow about as fast as average through 2022, with people established in their career generally earning between $30,550 and $64,500 per year. Focus™2 reports that the nationwide demand for sports event business managers is expected to grow much faster than average through 2022, with people established in their career generally earning between $64,820 and $125,220 per year. Competition for sports event business manager positions is strong.

PLACEMENT INFORMATION FOR SPORT MANAGEMENT GRADUATES:
Of the Bemidji State University 2012-2013 Sport Management graduates, 57.1% reported obtaining related employment within one year of graduation. This does not include students who were not seeking employment, unavailable, or had unknown status.

LIST OF EMPLOYERS WHO HAVE REPORTED HIRING BSU SPORT MANAGEMENT GRADUATES: (This list only includes employment within one year of graduation.)

<table>
<thead>
<tr>
<th>Employer</th>
<th>Position</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria Beetles Baseball Club</td>
<td>Assistant General Manager</td>
<td>Alexandria, MN</td>
</tr>
<tr>
<td>Alexandria Blizzard</td>
<td>Corporate Sales</td>
<td>Alexandria, MN</td>
</tr>
<tr>
<td>Anytime Fitness</td>
<td>Manager</td>
<td>Whitewater, WI</td>
</tr>
<tr>
<td>Bally Total Fitness</td>
<td>Service Management</td>
<td>Little Canada, MN</td>
</tr>
</tbody>
</table>
Special Olympics Minnesota  Special Event Intern  Minneapolis, MN
Special Olympics Southern California  Sports Intern  Gardena, CA
State Farm Insurance  Customer Service Agent  Wayzata, MN
State Farm Insurance  Insurance Producer  Bemidji, MN
The Boys & Girls Club  Aquatic Director  Santa Cruz, CA
The Golf Club Scottsdale  Outside Service  Scottsdale, AZ
The Preserve Golf Course  Supervisor of Outdoor Services  Nisswa, MN
Trinity Valley Community College  Assistant Basketball Coach  Athens, TX
University of Minnesota  Aquatic Program Manager  Minneapolis, MN
University of Minnesota – Duluth  Graduate Manager  Duluth, MN
University of Minnesota-Crookston  Tennis Coach  Crookston, MN
University of Tennessee-Knoxville  Graduate Assistant  Knoxville, TN
University of West Florida  Athletic Communications Assistant  Pensacola, FL
Urban Plains Center  Marketing/Ticketing Assistant  Fargo, ND
Washoe Medical Center  Fitness Attendant/Exercise Specialist  Reno, NV
Williston Parks and Recreation District  Assistant Facilities Manager  Williston, ND
Wisconsin Timber Rattlers  Group Sales Manager  Appleton, WI
YMCA Twin Cities  Membership Sales Advisor  Hudson, WI

COLLEGES AND UNIVERSITIES WHERE BSU SPORT MANAGEMENT GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION:

- Bemidji State University, Bemidji, MN
- Capella University, Minneapolis, MN
- Illinois State University, Normal, IL
- St. Cloud State University, St. Cloud, MN
- Syracuse University, Syracuse, NY
- University Of Minnesota-Duluth, Duluth, MN
- University of Northern Iowa, Cedar Falls, IA
- University of Phoenix, FL
- University of Wisconsin, LaCrosse, WI
- University of Tennessee, Knoxville, TN

**Note 1:** Some of the above job/career titles require advanced degrees or specialized training.

**Note 2:** Degrees alone do not get students jobs. Internships, summer jobs, volunteer work, part-time jobs, work-study, and active participation in student organizations on campus are all ways to become more competitive in a tight job market.

**Note 3:** Personal Competencies: it is also recommended that individuals be competent in a variety of communication methods, and computer skills are a must.

**Bibliography:**

- FOCUS II. Career Dimensions Incorporated, Manchester, NH (2015)

For more information, please contact the Career Services Office in Sattgast 207 or call us at 218-755-2038 or toll free at 800-657-3726.
For more job listings please visit:

[http://www.bemidjistate.edu/students/services/career/job_search/jobs/](http://www.bemidjistate.edu/students/services/career/job_search/jobs/)