Sports Management
School of Physical Education and Tourism Management

ABOUT THE MAJOR

Sports Management promotes, encourages, and supports athletic participation for recreational, educational, and professional sports organizations, as well as individual and team athletic events and competitions that draw spectators. You learn the art of promoting, selling, facility and event management. You earn a general business minor or certificate in this degree program. Internship opportunities are available both locally and regionally.

Skills and abilities this major develops includes: communication, marketing, sales, promotions, and team-building.

OPPORTUNITIES AFTER GRADUATION

Career Opportunities

Information on the sports industry as a whole was difficult to gather. One area of possibility, sports analyst, requires an additional year of school beyond the bachelor’s degree. The projected growth is about 27% from 2012-2022 (Bureau of Labor Statistics). In other areas, such as sports marketing, or sports agent fields, the competition is much keener. To become a sports agent, a law degree is highly recommended.

Salary Information

IUPUI Spring 2016 graduates from the School of Physical Education and Tourism had an average starting salary of $31,881. According to indeed.com, the average salary for jobs in sports management ranges from $32,000 per year for an operations intern to $92,000 per year for a marketing director.

(This section is intended for informational purposes, not prediction of actual salary.)

Graduate & Professional School Paths

Sports Management majors often pursue advanced degrees in the following areas: Business Administration (MBA), Law, Human Resource Management, Higher Education/Student Affairs.

WHERE TO GET MORE INFORMATION

School of Physical Education and Tourism Management
901 W New York Street
petm.iupui.edu

Teamwork Online
www.teamworkonline.com

North American Society for Sport Management
www.nassm.com

Sample Coursework:

- Sport in American society
- Management of sports events
- Sport marketing
- Legal aspects of sport and risk
- Sport public relations and promotion
- Sport sales

Possible Careers:

- Marketing and promotions
- Human resources
- Ticket and sales operations
- Facility management
- Sports agent
- Event manager
- Sports analyst*

* indicates requires further education/training

Where Could I Work?

- Pacers Sports and Entertainment
- RadioOne
- Indy Fuel Hockey
- NCAA
- Marketing and public relations firms

Complementing Interests:

Enterprising  Social  Realistic

Get your interest code at go.iupui.edu/interests

Have questions for Academic & Career Development? Schedule an appointment:
acd.iupui.edu  (317) 274-4856