

Careers in Sports Management

*Explore Career Opportunities
in the Sports Management Industry*



Today's Objectives

- Current state of the industry
- Career opportunities
- Hear from Sports Management professionals on how they achieved their goals and the lessons they learned

Speaker Profile



Kevin Carr

VP of Community and Player Programs
NBA Development League

- Previously employed at Michigan State University and Florida State University in Athletics
- Oversees all corporate social responsibility initiatives for the NBA's Development League
- YBG Entrepreneurial Award Winner; Network Journal Top 40 Under Forty Achievement Award Winner

Speaker Profile



Mike Odom

Assistant Athletic Director of Marketing/Special Projects
Wake Forest Athletics

- Oversees day-to-day operations of the sports marketing department at Wake Forest Athletics
- Responsible for marketing, promotions, advertising, licensing, and game day production
- In charge of revenue goal and game day atmosphere

Speaker Profile



Brian Freeland

Program Director of Sports Management
American Public University

- Responsible for developing and maintaining quality sports management courses at American Public University
- Supervises faculty, advises students, and manages all of the day-to-day aspects of the sports management degree program

Kevin Carr Career Path

- How I got to the **NBA**



- Habits I had to let go and habits I had to gain in order to develop into a leader in my field
- As I have progressed, how my thinking has shifted as it relates to leadership and the roles I have had and currently hold
- Key lessons I have learned

Professional Development

- What is your vision for your career assertion?
- How do you attain a position in a field professionally when your current level work experiences and responsibilities is short of what the position calls for?
- What professional development skill sets are needed to help you be successful?

Career Ambition

- Following your passion
- Get and use a career board of directors
- Know what it takes and be willing to make sacrifices
- Be comfortable marketing yourself
- Get noticed by top decision makers

The State of College Athletics and the Economy

- Departmental Cuts
 - Travel
 - Scheduling
 - Charters vs. Buses
 - Breakdown of all expenses
 - Professional Growth
 - Banquets/Meetings



Insight on Careers in College Athletics

- Pay
- Job Types
 - Departments
- Jobs within the last few years
 - Graphic Design
 - Webmaster
 - Social Media Coordinator

Tips On Moving Up in College Athletic Departments

- Volunteer
- Be willing to do what no one else wants to do
- Learn about other departments
- Take on more tasks
- Network

Where to Find Starter Jobs in College Athletics

- NCAA.org



- NACMA.com



- ISPsports.com



Utilizing a Degree in Sports Management

- What is Sports Management?
- The variety of sport-related fields



Careers in Sports Management

A degree in **Sports Management** prepares students for careers in these settings:

- Youth and recreational sports
- Interscholastic sports
- Intercollegiate sports
- Professional sports
- Commercial sport establishments
- Industrial sport programs
- Military sport programs
- Exercise, wellness, and fitness facilities



Careers in Sports Management

A degree in **Sports Management** prepares students for specific careers in:

- Marketing & Public Relations
- Facility Management
- Event and Game Day Management
- Athletic Administration
- Compliance & Governance
- Sports Information, Journalism, and Broadcasting
- Corporate and Sponsorship Sales
- Fundraising

Major Competencies in Academic Degree

- Socio-cultural dimensions in sport
- Management and leadership in sport
- Ethics in sport management
- Marketing in sport
- Governance in sport
- Field experiences in sport management
- Leadership and managerial responsibilities



APU Prepares Students in Two Aspects

1. Theory

- Studying various research methods and data
- Studying sociology theories used to analyze and interpret sport

2. Practice

- Expected to use critical thinking skills
- Generating ideas
- Creative solutions
- Societal and global concerns
- Students are placed in career scenarios
- Instructors are current or former practitioners

Networking

- Participation in business and professional associations
- Developing a Powerful Career Network
- Interaction with colleagues, classmates, and instructors

Professional Organizations

- North American Society of Sports Management (NASSM)
- American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD)
- Sports Marketing Association (SMA)
- National Sports Marketing Network (NSMN)

How to Learn More

- Live online open house events
 - <http://www.apus.edu/news-events/open-house.htm>
 - openhouse@apus.edu
- Speak with an admissions representative
 - 877-777-9081
 - info@apus.edu
 - Live chat
- Apply today at www.apu.apus.edu

Thank You!

For additional questions
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www.apu.apus.edu