Sport Management is designed to provide the student with the opportunity to develop expertise in business management with an emphasis toward the arena of sports. People given the opportunity for responsibility in the management of sport programs and facilities must become familiar with the various aspects of business management and professionalism in addition to the management of sport programs and facilities. The major addresses the emphasis on Christian service in the growing area of world sport business. Opportunities for employment would include a variety of sport organizations involving management, marketing, promotion and fundraising.

**Associated Job Titles:**
- Facilities Director
- Athletic Director
- Marketing Manager
- Corporate Sponsorship Salesperson
- Director of Ticket Sales
- Sales Manager
- Director of Business Development
- Sport Promoter
- Fund Raiser
- Public Relations Specialist
- Media Relations Manager
- Team Manager
- Team Liaison
- Event Manager
- Sport Publicist
- Community Center Director
- Sports Information Director

**Associated Skills:**
- Good administrative and managerial skills
- Ability to relate well with various age groups and backgrounds
- Ability to lead, supervise, organize and direct activities
- Ability to create, organize, and promote programs and facilities
- Proficiency in written and oral communication
- Knowledge of sport law and business practices
- Knowledge of successful sport promotion and marketing tactics
- Aptitude for leadership
- Ability to solve problems and make appropriate decisions in a timely manner

**Associated Personal Qualities:**
- Assertiveness
- Leadership
- Integrity
- Responsible
- Resourceful
- Decisiveness
- Achievement oriented
- Outgoing personality

**Career Library Resources:**
- Opportunities in Recreation and Leisure Careers
- Opportunities in Sports and Athletics Careers
- Job Opportunities in Business
- What Color Is Your Parachute?
- Career Planning Today
- Majoring in the Rest of Your Life
- Do What You Are
- Encyclopedia of Careers and Vocational Guidance
- The Kuder Book of People Who Like Their Work
- The Enhanced Guide for Occupational Exploration
- The Dictionary of Occupational Titles
- The Occupational Outlook Handbook
- FOCUS Computer Guidance System

**Places To Contact For More Information:**
- North American Society for Sport Management
  P.O. Box 385
  Oxon Hill, MD 20750
  800-321-0789
- National Association for Collegiate Directors of Athletics
  P.O. Box 16428
  Cleveland, OH 44116
  440-892-4000
- International Association of Assembly Managers
  635 Fritz Dr.
  Coppell, TX 75019
  972/255-8020

**Websites To Visit:**
- www.sportingnews.com
- www.sportslawnews.com
- www.onlinesports.com/pages/CareerCenter.html
- www.nassm.com
- http://nacda.ocsn.com
- www.sportlaw.ca

**Professors To Contact For More Information:**
- Dr. Ken Pickerill, Chair
- Dr. Tom Harper
- Dr. Rita Pritchett
- Mr. Josh Oakley

**Nearby Employers:**
- Lexington Horsemen
  410 West Vine St., Suite 103
  422-7277
- University of Kentucky, Wildcat Athletics Department
  257-9000
- Cincinnati Bengals
  1 Bengals Drive, Cincinnati (513) 621-3550
- Lexington Legends
  P.O. Box 11458
  252-4487
- Lexington Parks and Recreation
  545 N. Upper St.
  288-2900
- Georgetown/Scott County Parks and Recreation
  140 Pavilion Dr.
  Georgetown (502) 863-7865
- Host Communications
  546 E. Main St.
  226-4678
- Memorial Sports Complex
  3350 Danville Road
  Nicholasville, KY 887-3809

*Addresses listed are located in the Lexington, Kentucky area unless otherwise noted.

**Alumni Contacts:**
Schedule an appointment with Career Services to conduct a tailored search for alumni working in the fields associated with this major.

**Note:** For specific information concerning course requirements of this major, please pick up a major sheet at the Registrar’s Office located in the Administration building.

Information compiled by The Center for Career and Calling located on the second floor of Fletcher-Early, “Helping you S.O.A.R.!” ext. 2401 | careerandcalling@asbury.edu | www.asbury.edu/career