



Elizabethtown College

Sports Management

What is Sports Management?

Sports management involves work and service related to planning, organizing, directing, and leading organizations focused on sports and recreation. Leading and managing people, program development, and strategic communication and decision-making are key skills leaders in the field draw on every day in their work.

Lifestyle and Work-Life Balance

Sports management can be fast-paced and may require frequent work on evenings and weekends. The ability to deal with tight deadlines and high stress can be helpful attributes. While stress may be involved, this can be an exciting field. Many of these positions contribute to the wellbeing, accomplishment, and character development of others.

Relevant Academic Majors and Minors

Due to the breadth of the field, there are a wide variety of relevant majors and minors depending on the particular area of interest in sports management. Some options include Business Administration (Finance, Accounting, Marketing), Computer Science, Communications, Education, Psychology, Biology, English, Political Science, and Data Analytics.

Relevant Co-Curricular Experiences

Athletics (playing or working) and intramurals, refereeing, coaching, summer camps, internships, coaching clinics, campus newspaper, working with sports information department, marketing, fitness, recreation and lifeguarding jobs, event planning, office of student activities, tutoring, mentoring programs, leadership in campus organizations, research.

Jobs and Careers in Sports Management

Sports management is a broad field that encompasses many different kinds of roles. Some key roles include athletic directors, recreation directors, coaches, sports information officers, sports reporters, fitness and wellness instructors, sports law and agents, event managers, marketing and promotions, and public relations. They work for professional teams, colleges, schools, local organizations, fitness centers, media, and related marketing and communication firms.

Blue Jay Flight Plans are specific plans for purposeful and meaningful work and service beyond Elizabethtown College. They are designed for students engaged in a variety of academic majors, and work in combination with particular minors, courses and co-curricular activities to help make your noble purpose and meaningful life work a reality upon graduation.

- Coaching and mentoring are provided to create your Blue Jay Flight Plan.
- Support is available for developing a specialized Blue Jay Flight Plan.
- Opportunities are offered to connect with others who have similar goals and interests.