

BACHELOR OF SCIENCE IN SPORT MANAGEMENT

SPORT MANAGEMENT

Sport management is a relatively new field emerging from the growing worldwide popularity of sport. Billions of dollars are generated annually, directly or indirectly, from sport franchises, sport involvement, sport spectating, sport tourism and sport merchandising. This is an exciting time to be interested in the field of sport management. New leagues are forming, many colleges are expanding their athletic departments, and the job market is wide open. Opportunities exist with PGA/LPGA tour, NASCAR, NCAA, MLB/Minor Leagues, MLS in addition to NFL, NBA & D-League.

Many sport organizations operate as a small-business. Sport managers provide for the effective and efficient operation of the enterprise. They are expected to have skills in finance, personnel management, marketing, sport field operations, grounds and facility maintenance, planning and public relations.

FOR MORE INFORMATION, CONTACT:

Dean - School of Business,
Management and Technology
SchoolofBusiness@st-aug.edu
Phone: 919.516.4057



The sport management curriculum at Saint Augustine's University includes a variety of courses that will prepare the student for a career in the field of sport management and administration. Saint Augustine's University provides a unique degree program in the field of sport management. Students at Saint Augustine's University are exposed to the unique aspects of sport marketing, finance and budgeting, operations, contract negotiations and law.

EMPLOYMENT OPPORTUNITIES

Sport management graduates will be prepared to begin careers in a variety of areas. A sampling of the types of positions available to sport management graduates is provided below. Entry-level jobs offer a variety of starting salaries and offer excellent opportunities for rapid advancement. Some graduates may follow up the sport management degree by going to graduate school for a master's and/or doctorate or by attending law school to become sport agents.

INDUSTRY TRENDS

- **\$485 Billion** US market
- **\$1.5 Trillion** Globally
- Projected growth rate of **4.8%**
- Media rights and corporate sponsorship projected growth rate of **7%**
- Average of **8,000+** employers, **5,000** openings, **700** internships available year to year.

CAREER PATHS

- Coaches and Scouts – **\$28,360**
- **15%** projected growth rate
- Sports Agents – **\$63,370**
- **12%** projected growth rate
- Sports Promoters – **\$88,590**
- **12%** projected growth rate
- Athletic Director (Higher Education) – **\$99,585**
- **15%** projected growth rate
- Sports Marketing Manager – **\$119,480**
- **13%** projected growth rate

1315 Oakwood Avenue, Raleigh, NC 27610
800.948.1126
www.st-aug.edu



SAINT AUGUSTINE'S
UNIVERSITY

Transform. Excel. Lead.