
WHAT CAN I DO WITH A MAJOR IN ... Sport Administration

OCCUPATIONAL OVERVIEW:

This career path provides leadership, coaching, mentoring and administrative depth to sports related positions within organizations. Occupational titles include: athletic directors, athletic marketing director, athletic administrators, directors of sports organizations, sport psychologists. Often these positions work in educational fields, such as university and college administrations, public and private K-12 schools.

EMPLOYMENT REQUIREMENTS:

Graduate degrees (Master and PhD) are often required.

Consult [O*Net](#) for more information on the specific KSAs (Knowledge, Skill, Ability) that are needed for each career area.

THE UNIVERSITY OF NEW MEXICO:

The University of New Mexico [Sport Administration program](#) offers graduate (MS in Physical Education and Ph.D. in HPER) programs.

INDUSTRIES & TARGET EMPLOYERS:

A variety of employers specifically recruit UNM students and alumni. Consult UNM's [Lobo Career Connection](#) for a complete list of employers and current job postings. Speak with a Career Development Facilitator at the [UNM Office of Career Services](#) for help with identifying employers or additional resources for your occupation of choice.

Physical Fitness:

Fitness/training coaching, Gym coach, personal trainer, health club management, senior/community centers, healthcare facilities, resorts, cruise ships

Athletic Training:

Personal and Professional Consultations, Resorts, Schools/Colleges/Universities, Healthcare organizations, sports facilities and sports teams

Physical and Occupational Therapy:

Teaching, Research, clinical private practice, consultation, hospitals, clinics, healthcare facilities, government, residential treatment facilities, corporations and organizations

Education:

Research, teaching, athletic areas

Business:

Sporting Goods, customer service areas in sports and wellness, exercise equipment (or product) manufacturers, sports facilities, health clubs, hospitals,

SUGGESTED STRATEGIES

- Consider specializing with a double major, minor, or concentration in another area.
- Gain related professional experience through involvement in internships, student employment, [Co-ops](#), and/or volunteer opportunities.
- Shadow professionals in the field to gain a better understanding of the occupation and to build relationships with professional mentors.
- Build your network and get involved on campus through student organizations and campus events. Find organizations and events at the [Student Activities Center website](#).
- Attend career related campus events such as career fairs, company information sessions, and or career workshops.
- Students who are interested in graduate school should maintain a high undergraduate GPA and develop relationships with faculty and community leaders.

- Speak with mentors and faculty about career opportunities.
- Job leads can be found on your department's website, list-serv, newsletters, and social media sites.

INFORMATIONAL WEBSITES:

North American Society for Sport Management

Sport Marketing Association

New Mexico Activities Association

National Association of Collegiate Directors of Athletics

National Association of Collegiate Women Athletics Administrators

National Strength and Conditioning Association

American Council on Exercise

NSCA Certification Commission

National Federation of State High School Association

Athletic Business Magazine

Sports Business Journal

National Commission for Certifying Agencies

<http://www.nassm.org/>

<http://sportmarketingassociation.net/>

www.nmact.org

www.nacda.com

www.nacwaa.org

<http://www.nasca-lift.org>

<http://www.acefitness.org>

<http://www.nasca-cc.org>

www.nfhs.org

www.athleticbusiness.com

www.sportsbusinessdaily.com

<http://www.noca.org>



<http://online.onetcenter.org>



<http://www.bls.gov/oco/>