

Industry 101 SPORTS

A career in sports can range from broadcasting or operations to scouting and marketing. You don't need to be an athlete to work in sports, but your demonstrated interest in a sport is essential. Sports is a difficult field to enter and one that requires persistence and networking.



TRENDS & INDUSTRY INFO

Sales is one way to begin your career in the sports industry given its wide variety of roles, from entry level to vice president, in every facet of the field. Relationship building drives the industry.

Sports media rights are expected to grow from \$14.6 billion in 2014 to \$20.6 billion by 2019, according to industry studies. Thus becoming one of the largest drivers of revenue within the industry. This trend will continue with the rise of digital and streaming as growth area for the sports industry.

A sampling of job functions that exist within sports:

- Sports Marketing
- Scouting
- Events/Production
- Sales & Marketing
- Broadcasting



WORK ENVIRONMENT

Expect to work long hours and weekends. Jobs will be very demanding on your time. The more effort you put in early in your career, the farther you will go. As an entry level professional be prepared to do whatever it takes to get the job done - from unpacking boxes to setting up events - because this industry is very hands-on and requires resilience and hustle.

If you pursue a career in scouting you could be on a college campus or in a high school setting. Weekends and nights will be required.

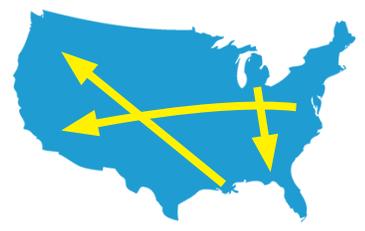
Expect to travel frequently.

FACTS & STATS



Employment of Athletes & Sports Competitors

Employment of athletes and sports competitors is projected to **grow 6 percent** from 2014 to 2024.



Growth and geographic shifts in population may lead to an increase in the number of professional sports teams. Some professional sports leagues may **expand to new cities** in the United States, **creating new teams and new job opportunities** for those looking to become professional athletes.

Source: Statista, 2016

What can you do in SPORTS?

RESUME & SKILLS NEEDED

Resume

Highlight experiences working in a sports, via internship, part-time job or volunteer experience. Entries should demonstrate leadership, teamwork and commitment. Technical skills, such as use of social media and understanding analytics are growing in importance. Strong writing skills are a must.

Skills Required

- Entrepreneurial
- Teamwork
- Customer Service
- Ethics, sound judgement
- Organizational Skills
- Communication Skills
- Problem-solving

Experience

Learn how to edit video and what to look for as a scout! <http://www.xosdigital.com/>

Get an internship over the summer with a sports team, a PR agency who represents your favorite sports team or right here at UMD. Experience and who you know is vital to enter this industry. Look into area resources and reach out to professionals for informational interviews.

SAMPLE JOB TITLES

- Marketing Assistant
- Event Coordinator
- Scout
- Agent
- Sports Marketing Coordinator
- Marketing Coordinator
- Producer
- Athletic Trainer
- Facilities Manager
- Strength & Conditioning Coach

ON CAMPUS RESOURCES

Look for an internship or part time job at [Xfinity Center](#), connect with a coach or athletic trainer, and/or look into a student organization or club to gain experience:

- [WMUC](#)
- [The Pride](#)
- [Sports Business Society](#)

OTHER RESOURCES

- [Teamworkonline](#)
- [Work in Sports](#)
- [Manhattan Sports Business Academy](#)
- Get an internship with [Monumental Sports](#)
- Attend the SEME Conference that takes place every spring.

WHERE ARE ALUMS?

