Internship recruiting starts very early in the fall. All resumes need to be finalized and approved by September 1. Students need to be prepared for interviews by mid-September.

Sports Business
Sport management and marketing studies the practices involved in relation to all people, activities, events, businesses, organizations and associations involved in creating, producing, facilitating, financing, valuating and promoting professional and amateur sports experiences and products around the globe. The industry involves sports organizations, organizations that provide products and services to sports organizations, and businesses that market through sports.

The Business of Sports

Career Titles

- Marketing Manager
- Manager, Stadium Operations
- Sponsorship & Activation Manager
- Account Representative
- Sports Content Coordinator
- Sports Partnerships & Business Development
- Senior Manager, Brand Marketing
- Community Relations Coordinator
- Manager, Regional Shows & Events
- Engagement Manager
- Director, Corporate Partnerships
- Director of Communications & Marketing
- Data Analyst
- Sports Information Director
- Director of Sports Performance
- Director, Media Relations
- Director, Sports Merchandise
- Finance Director
- Chief Revenue Officer
- VP, Digital Strategy
- VP of Sales
- VP, Digital Research & Consumer Insights
- Chief Marketing Officer
- SVP, Sports & Entertainment Partnerships
- Sports Agent
- VP, Business Operations
- VP, Sports Partnerships & Strategy
- Head of Global Sports Partnerships

Skills

- Marketing Strategy
- Revenue Generation
- Cross-Functional Teams
- HR Management
- Event Management
- Customer Service
- Pricing Strategy
- Cross-Cultural Collaboration
- Social Media Marketing
- Digital Marketing
- Data Analysis
- Vendor/Supplier Relationships
- Facility Management
- Sports Management
- Brand Marketing & Strategic Promotions
- Fund Raising
- Project Management

Notable Recruiting Companies

- Nike Inc.
- AEG Sports
- U.S. Soccer
- Abbott
- Phoenix Suns
- Skullcandy, Inc.
- Mediavest
- Palladium Media
- Vanguard Sports Group, LLC.
- EXOS (Athletes Performance)
Sample Internship Projects

- Conducted 20 focus group sessions for research to create new employee core competencies used for talent acquisitions and performance management reviews.
- Developed a safe and secure global travel card for employees to use in an emergency.
- Implemented marketing strategy through community outreach initiatives that increased attendance at soccer games

Key Terms & Acronyms

Sportsonomics - Terminology
Sports Idioms

Sample Interview Questions

Job Interview Tips for Sports Careers
Traditional Questions
Behavior-based Questions
Situational Interviews
Questions to ask the employer
Phone Interview Tips

Sample Resumes

Template
First year
Second year

GCC Career Tools

Interview Stream
Vault
CareerShift
Glassdoor

Beyond-B School (access through WPC Connect)
RelishMBA
MBA Case

ASU Career Tools

Sun Devil CareerLink
Goinglobal
Candid Career

W. P. Carey Graduate Student Clubs

There will be a Student Club Fair in August where you can get more information about joining the different graduate student clubs.
Professional Organizations

It is very important for students to consider joining professional organizations while in school. Students typically receive free or reduced membership prices. These organizations provide a wealth of resources in your chosen field, as well as opportunities to network with professionals. In addition, as a member of an organization you can add this to your resume, which shows a commitment to your chosen field and is looked upon favorably by recruiters and hiring managers.

National Sports Marketing Network Regular Membership $125 – Student Rate $50
North American Society For Sports Management (NASSM) Regular Membership $125 – Student Rate $55
National Sporting Goods Association (NSGA)
Sport Marketing Association Regular Membership $110 – Student Rate $60

Articles/Publications

10 Best Organizations to Work for in Sports
Climbing Your Way to the Sports Industry C-Suite
The Future of Sports

Online Resources

Websites:
ExSport II: Career Interest System
Sports Industry 101: Breaking into the Business of Sports

Events:
National Sports Forum

Twitter feeds:
Sports Management: @SPORTSmag
Sport Management: @nassm_sportmgt
Wall Street Journal Sports: @WSJsports
ASU Sports Law: @ASU_SportsLaw
SportsBusiness Journal and Daily: @sbjsbd
SportBusiness: @SportBusiness

Newsletters:
NASSM Newsletter
NSGA Research Newsletter

LinkedIn Groups:
W. P. Carey School of Business at Arizona State University
Forte Foundation
The 2-Hour Job Search – Q&A Forum

LinkedIn Channels:
Entertainment
Travel & Leisure
Management Consulting
Big Data

Job Boards:
Sports Management Job Board
Sports Careers
Women Sports Jobs
Work in Sports
NASSM Industry Job Board
NSMN Career Services
NSGA Jobs