The exciting — and growing — sports business industry provides opportunities to grow fan loyalty, strategically leverage communication channels, and increase revenue. The sports industry reaches people as spectators, fans, and consumers, actively affecting audiences as well as the advertising market.¹

Meet the demand

• Sports in the U.S. involve more than $200 billion in annual spending and touch every professional aspect of media²

• Sports in the U.S. are followed by 85 percent of the U.S. population²

• The average individual in the U.S. follows five different leagues²

Map your future in sports business

Marketing coordinator

Assist in the planning and execution of marketing responsibilities surrounding sports teams in an athletic department, including marketing and game day event planning for all sports teams. Coordinate production of advertisements and other marketing collateral.

Facilities and risk management coordinator

Responsible for the administration and management of formal and informal recreation programs and facilities, including facility enhancement and development, as well as short- and long-range planning, fiscal management, and revenue generation.

Assistant director of media relations

Write and place news releases and firm announcements. Develop targeted media lists, field media inquiries, and proactively seek out recognition opportunities. Ensure consistency and accuracy of content for print materials, training materials, and internal and external communications.

Marketing and promotions specialist

Estimate the demand for products and services against competitors and across potential markets. Direct programs that combine advertising with purchasing incentives to increase sales via online advertisements, in-store displays, product endorsements, or special events.

Sports and information media coordinator

Coordinate all aspects associated with online streaming of athletic events and video content. Schedule, promote, staff, direct, and archive sports broadcasts and other events. Edit highlight clips. Additional video responsibilities might include video interviews, player spotlights, and event promotions.

Ticket sales representative

Generate ticket sales and create a business network for premium seating, season, and group tickets in adherence with the league’s rules and regulations. Develop and manage a business network for future sales prospects through leads and referrals.

Sports analyst

Analyze and collect on- and off-field data from a variety of sources to analyze and interpret that data to find meaningful business insights. On-field data includes scouting players, player performance and health, as well as the viability of plays and tactics. Off-field data includes improving game attendance, increasing merchandise sales, and data related to organizational overhead. The growing popularity of fantasy sports leagues, sports network analysis programming, video gaming, sports betting sites, and sports blogging are also contributing heavily to the rising importance of sports analytics.

Operations

Operations positions deal with the operations of the facility that the team plays in and/or ticket sales aspects for the team. At the league level, operations managers deal with day-to-day operations of the league itself including policy/rule development and implementation, scheduling, facility interaction and care, training and development of staff, eligibility, communications, hiring, evaluating and reporting staff, and management of the department and meetings.

The W. P. Carey sports business degree delivers operational understanding of the sports industry while developing business acumen and knowledge. There are a variety of career opportunities for sports business graduates, with average starting salaries ranging from $35,000 to $55,000.¹
Add value to your degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

Sports Business Association (SBA)
sbaatasu.org
SBA delivers unprecedented educational and professional opportunities for ASU students interested in the sports industry, providing members with industry connections, leadership development, and applications of social responsibility.

American Marketing Association (AMA)
amasu.com
The AMA chapter at ASU provides members with opportunities to develop the skills needed to excel in the field of marketing and communication through professional and network development.

Association for Women in Sports Media (AWSM)
awsmonline.org
AWSM works to promote and increase diversity in sports media through an internship and scholarship program, as well as through mentoring links and career enhancement initiatives.

National Sports Marketing Network (NSMN)
sportsmarketingnetwork.com
NSMN features the leading newsmakers and leaders in the sports business industry including league commissioners, network executives, agency presidents, and corporate executives who organize and lead industry discussions.

Sports Events & Tourism Association (Sports ETA)
sportseta.org
As the nonprofit trade association for the sport tourism industry in the U.S., Sports ETA is a trusted resource for sports commissions, destination marketing organizations (DMOs), vendors, and sports event owners. Sports ETA is committed to the success of nearly 800 member organizations and 2,500 serious-minded sport tourism professionals.

Contact
Visit asu.joinhandshake.com/appointments to schedule an appointment with your career coach.

1 National Association of Colleges and Employers Salary Survey
2 Communication Research Trends, Center for the Study of Communication and Culture