Careers in Sports Marketing

Careers in sports marketing are ideal Jobs for those who want to work in a field that allows them to combine their love of athletics with business savvy. With entire television networks devoted to sports and sporting events, the sports industry frequently relies on corporate [sponsorship](http://jobs.lovetoknow.com/Careers_in_Sports_Marketing) and [marketing](http://jobs.lovetoknow.com/Promotional_Marketing_Jobs) in order to help cover the massive costs of paying athletes, coaches, building contractors, and other [employees](http://jobs.lovetoknow.com/Careers_in_Sports_Marketing). This results in a wide variety of opportunities for individuals to work in sports marketing.

One of the great things about the Sports and Entertainment Industry is that you can get a degree in many different areas and then get a job with a sports, entertainment, or marketing company. For example, if you were interested in Accounting, you could get a degree in accounting and then work for an organization like the Minnesota Twins. All sports organizations and entertainment companies need promotions, marketing, finance, stats, and other professions in order for them to run effectively.

For this assignment do the following

* Write a paragraph describing two areas you have interest in that could be applied to the sports and entertainment industry. Do this even if you really don’t want to enter the industry. But if you like fashion, you could work in costuming or styling, etc.
* Next, find out what type of classes are involved in getting a specific sports marketing degree. Give me the name of the college, the degree earned, and what types of classes you would be taking. Here are some options:
* [Indiana University](http://www.indiana.edu/~kines/undergraduate/marketing.shtml) offers an undergraduate sports marketing and management degree through the department of kinesiology.
* [UNC Charlotte Belk College of Business](http://www.sportsmba.uncc.edu/) has an MBA program in sports marketing and management.
* [UC Davis](http://extension.ucdavis.edu/unit/business_and_management/certificate/sports_marketing/) offers a distance learning certificate in sports marketing made especially for those who are all ready working in the sports filed.
* [Baylor University](http://www.baylor.edu/business/marketing/index.php?id=23770) offers a sports sponsorship & sales degree through their school of business.
* Another way to get into the industry is to work as an intern with an organization of your choice. Many of the pro teams, semi-pro, and amateur teams offer internships to eager young people who are excited to break into the industry. The pay is very low (or non-existent, but you get a front row seat where the action is.
  + Look up two teams of your choice and see if they offer any internship/volunteer experiences. Tell me the name of the team, the requirements for getting into the program, and the duties involved.
    - Here is an example of what you might find: <http://grfx.cstv.com/photos/schools/niwa/genrel/auto_pdf/psminternapp030707.pdf>