

The sport management major at St. Ambrose is designed to prepare students for careers in the field of sport management, which includes the study of the financial, legal, management and marketing of sport, athletics, wellness and fitness industries. Students must be willing to engage in their learning and take advantage of many service and participation opportunities. Students must also have solid math skills and have a strong interest in business, finance and accounting as well as good interpersonal communication skills.

Ambrose Advantages

The sport management major includes broad-based background in several disciplines in business including accounting, economics and computer sciences as well as the focused study of sport sociology, sport marketing and sport finance and sport law. The program culminates in an internship experience where students gain practical experience in sport management as well as develop and strengthen connections within the sport management industry. These internships range from placements at local fitness facilities to professional sports teams and athletic programs.

Career Opportunities

Sport management professionals work in the field of athletics, sport and fitness in a variety of positions. Some examples of these positions include: ticket sales, promotions, public relations, fundraising, event marketing and management, sport camp management and operations and journalism and broadcasting.

Career Outlook

- > Private golf club managers earned average annual salaries of \$46,000 as listed by the Simply Hired website.
- > The Bureau of Labor Statistics projects a 15 percent job growth rate for athletic coaches and scouts through 2022.
- > Sports and entertainment agents earned a median salary of \$63,370 in 2012, according to the Bureau of Labor Statistics Occupational Handbook, with a projected job growth outlook of 12 percent.
- > Sports promoters earned a median salary of \$88,950 in 2012, according to the Bureau of Labor Statistics.
- > Sports marketing managers earned a median salary of \$119,480 in 2012 with job growth outlooks of 13 percent.
- > Higher education athletic directors earned a median salary of \$99,585 in 2012, with a 15 percent job growth outlook through 2022, according to the Bureau of Labor Statistics.
- > Job growth for sports facility managers is projected at 12 percent through 2022.



Where Some of Our Graduates Work

A few of the organizations that employ St. Ambrose sport management graduates:

- > Charlotte (North Carolina) Knights Triple-A baseball team, client services associate
- > Columbus (Ohio) Bluejackets NHL hockey team, assistant director media relations
- > Gateway Grizzlies Professional Baseball, director of merchandise
- > Iowa Cubs Triple-A baseball team, director of retail operations
- > Short Hills Country Club, golf professional
- > Wheels Up Charter Jets, director of member services-retail operations

Your Career: Networking, Internships and Jobs in the Quad Cities

The Quad Cities is a welcoming and fun place to live as a college student. And it is much more than that—it offers a great community to help you prepare for, or even start, your career.

A wealth of internship and job opportunities exist in the Quad Cities metro area. As a St. Ambrose University Sport Marketing major you will have access to one of the top minor league sport markets in the United States.

This area is a leader in healthcare, wellness and fitness, and provides a variety of opportunities for science and health sciences graduates. Several major hospitals and other healthcare providers need highly trained health specialists. St. Ambrose students have a wide range of clinical placement options without leaving the area. Organizations from the YMCA to the Rock Island Fitness & Activity Center offer a variety of opportunities for experts in wellness and fitness.

Get in Touch With Us Today

We invite you to visit St. Ambrose to learn more about the opportunities here. Our quality academic programs provide one of the best private education values in the Midwest. Check it out for yourself: contact our Admissions Office, 563/333-6300 (toll-free 800/383-2627) or admit@sau.edu, or go online to www.sau.edu.

St. Ambrose University offers a Bachelor of Arts in Sport Management degree. For complete curriculum information and course descriptions, consult the Course Catalog at www.sau.edu/catalog.