About the Program

If you are interested in supervising the ticket office of a professional sport team, directing employees at a sports arena, coordinating compliance information for an intercollegiate athletic department, or managing the marketing efforts of an international motor sports event, then Slippery Rock University has the nationally recognized sport management program for you. The curriculum, housed in the department of sport management within the college of business, prepares students for careers in event management, intercollegiate athletic departments, minor league sport, sport facility management, sport marketing, sport promotions and other areas of sport/entertainment industries. A number of SRU graduates have served behind-the-scenes at the Olympics, Super Bowl, FIFA’s World Cup, and in a variety of managerial capacities within amateur, intercollegiate, and professional sport.

What is Sport Management?

Sport management is estimated to be a $450 billion dollar industry, more than twice the size of the auto industry, making it one of the top 10 industries in the U.S. Due to our program’s versatility, a variety of opportunities exist in many areas, including management, marketing, accounting, finance, economics, communication and community relations. As a degree in the college of business, our students are prepared to be decision-makers in a variety of organizations both in and out of the sport industry.

Internships

The Slippery Rock sport management program places interns in hundreds of locations nationally and internationally. The internship is a 12 credit/480 hour experience which is completed in the student’s final semester. SRU SPMT interns are considered by industry professionals to be some of the finest in the country. Recent internship sites include:

- Pittsburgh Steelers
- Coastal Carolina University
- Miami Dolphins
- Xavier University
- Florida Panthers
- Cleveland Cavaliers
- Cleveland Indians
- Daytona International Speedway
- University of Kentucky
- Long Beach State University
- Philadelphia 76ers
- St. Louis Cardinals
- Clemson University
- USA Rugby

In many cases, this learning endeavor provides students the opportunity to be retained by the host organization on a permanent basis. SRU students have extended the institution’s network locally, regionally, across the United States and beyond. As the network of SRU graduates spreads across the sport workplace, the career and internship possibilities expand for SRU sport management alumni.

Major

- Sport Management (BS)

Minor

- Sport Management

SPORT MANAGEMENT

College of Business

Slippery Rock University

About the Program

If you are interested in supervising the ticket office of a professional sport team, directing employees at a sports arena, coordinating compliance information for an intercollegiate athletic department, or managing the marketing efforts of an international motor sports event, then Slippery Rock University has the nationally recognized sport management program for you. The curriculum, housed in the department of sport management within the college of business, prepares students for careers in event management, intercollegiate athletic departments, minor league sport, sport facility management, sport marketing, sport promotions and other areas of sport/entertainment industries. A number of SRU graduates have served behind-the-scenes at the Olympics, Super Bowl, FIFA’s World Cup, and in a variety of managerial capacities within amateur, intercollegiate, and professional sport.

What is Sport Management?

Sport management is estimated to be a $450 billion dollar industry, more than twice the size of the auto industry, making it one of the top 10 industries in the U.S. Due to our program’s versatility, a variety of opportunities exist in many areas, including management, marketing, accounting, finance, economics, communication and community relations. As a degree in the college of business, our students are prepared to be decision-makers in a variety of organizations both in and out of the sport industry.

Internships

The Slippery Rock sport management program places interns in hundreds of locations nationally and internationally. The internship is a 12 credit/480 hour experience which is completed in the student’s final semester. SRU SPMT interns are considered by industry professionals to be some of the finest in the country. Recent internship sites include:

- Pittsburgh Steelers
- Coastal Carolina University
- Miami Dolphins
- Xavier University
- Florida Panthers
- Cleveland Cavaliers
- Cleveland Indians
- Daytona International Speedway
- University of Kentucky
- Long Beach State University
- Philadelphia 76ers
- St. Louis Cardinals
- Clemson University
- USA Rugby

In many cases, this learning endeavor provides students the opportunity to be retained by the host organization on a permanent basis. SRU students have extended the institution’s network locally, regionally, across the United States and beyond. As the network of SRU graduates spreads across the sport workplace, the career and internship possibilities expand for SRU sport management alumni.

Major

- Sport Management (BS)

Minor

- Sport Management
Sport Management Outcomes
Sport Management graduates leave the program with many skills and talents that make them highly sought-after entry-level employees. These include:

- Analytical skills
- Critical thinking
- 800 work hours in the industry, including:
  - Four Practicums (50 hours each)
  - 120 volunteer hours
  - 480 internship hours
- Professional networking skills
- Written and oral communication
- Social media skills

Student Organizations
The Sport Management Alliance is a student organization dedicated to enhance the professional development of future sport managers. While education is a vital ingredient to achieving success, the SMA provides sport management majors with outside university experiences. Students are able to meet academics and practitioners in the sport management field through attending conferences such as the North American Society for Sport Management, the Sport Entertainment and Venues Tomorrow Conference, the Mount Union Conference and the Robert Morris Conference.

Career Opportunities
Slippery Rock University’s undergraduate sport management program began in 1977. During an average academic year, the program assists 150 to 180 majors and helps place interns in a variety of locations nationally and internationally. Sport is a global industry and offers numerous career opportunities for sport management graduates. SRU sport management graduates have gone on to become:

- Associate Athletic Director - Florida Golf Coast University
- Sr. Associate Athletic Director, Bowling Green State University
- Assistant Director of Promotions - Colorado Rockies Baseball Club
- Event Operations Coordinator - PSSI Stadium Corp., Heinz Field
- Director of Eligibility Services - Rutgers University Athletics
- Executive Tournament Director, Mitsubishi Classic (PGA Champions Tour)
- Director of Athletics, Indiana University of Pennsylvania
- Sr. Manager of Ballpark Operations, Pittsburgh Pirates
- Senior Associate Athletic Director - University of Buffalo
- Vice President of Operations - Fresno Grizzlies
- Assistant Professor - Sport Management, LSU
- Premium Sales Manager - Consol Energy Center
- General Manager - First Niagara Pavilion

FOR MORE INFORMATION:
Admissions Office
146 North Hall Welcome Center
201 Campus Drive
Slippery Rock University
Slippery Rock, PA 16057
724.738.2015
asktherock@sru.edu
www.sru.edu/admissions

Department of Sport Management
Brian Crow, chairperson
101 Eisenberg Communications Building
102 Central Loop
Slippery Rock University
Slippery Rock, PA 16057
724.738.2392
brian.crow@sru.edu
www.sru.edu/sportmgmt

Revised 8-31-2017
www.SRU.edu
A member of Pennsylvania’s State System of Higher Education