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, prepares students for careers in event management, intercollegiate athletic departments, minor league sport, sport facility management, sport marketing, sport promotions and other areas of the expanding sport/business and sport/entertainment industries. A number of SRU students have served behind-the-scenes at the Olympics, the World Games, FIFA’s World Cup, numerous intercollegiate athletic departments and athletic conferences, as well as a plethora of professional and minor league teams.

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. Sport-related knowledge can bring a unique aspect to not only the sport industry, but also to businesses as well.

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 for undergraduate students. The internship is mandated as a culminating activity and has proven to be mutually beneficial to the student as well as the host organization. Recent internship sites include:

- Pittsburgh Steelers
- Coastal Carolina University
- Miami Dolphins
- Xavier University
- Florida Panthers
- Cleveland Cavaliers
- Cleveland Indians
- Philadelphia Union
- University of Kentucky
- Princeton University
- Philadelphia 76ers
- Live Nation
- 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 across the United States and beyond. The Pittsburgh Pirates, Steelers and Penguins employ several SRU graduates. 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
The Sport Management faculty has established eight program outcomes for the undergraduate program that are implemented on a daily basis inside and outside the classroom.

- Communication
- Critical Thinking and Problem Solving
- Values and Ethics
- Social Awareness and Civic Responsibilities
- Global Interdependence
- Personal Development
- Aesthetic Perception and Ability
- Professional Proficiency

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
- Manager, event services - Charlotte Bobcats
- Assistant director of promotions - Colorado Rockies Baseball Club
- Event operations coordinator - PSSI Stadium Corp., Heinz Field
- Director of eligibility services - Rutgers University Athletics
- Division manager of concessions, ARAMARK Corp. - PNC Park
- Assistant director of internet publicity and promotions - Big East Conference
- Assistant director of compliance - Coastal Carolina University
- Vice president of operations - Fresno Grizzlies
- Operations director - Major League Soccer
- Premium sales manager - Consol Energy Center
- General Manager - First Niagara Pavilion
- Senior Associate Athletic Director - University of Buffalo