

# Sport Management



## 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, SRU has the nationally recognized Sport Management Program for you. The curriculum, housed in the Department of Sport Management, prepares students for careers in sport 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 served behind-the-scenes at the Olympics, the World Games, FIFA's World Cup, dozens of intercollegiate athletic departments and athletic conferences as well as a plethora of professional and minor league teams.

## 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 students as well as the host organizations. Recent internship sites include:

- Aramark at PNC Park, Pittsburgh, PA
  - Arena Football League LLC., Chicago, IL
  - AST Dew Tour, Aurora, IL
  - Disney Wide World of Sports, Orlando, FL
  - National Sports Center, Blaine, MN
  - Time Warner Arena, Charlotte, NC
  - Turner Sports, Atlanta, GA
- ...More than 210 Practicum/Internship locations

## Major and Minor

**Major:**  
Sport Management (BS)

**Minor:**  
Sport Management

<http://www.sru.edu>

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of Pennsylvania

## internships (cont.)

In many cases, this learning endeavor provides students with 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 Aberdeen IronBirds, Phoenix Suns, Atlanta Soccer Institute, Woodstock Golf and Country Club of Ireland, New South Wales Olympic Council of Australia and Salt Lake Organizing Committee have all welcomed Slippery Rock's finest sport management students. Live Nation, the Arena Football League as well as the Pittsburgh Pirates and Steelers each 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 alums.



## international experiences

It is recognized that the impact of sport on an international setting is fertile ground for tremendous development. As part of the overall training for students interested in international sport, an overseas experience is required. This criterion may be satisfied through various offerings, including: a semester or summer study-abroad program, and the SRU International Services Spring Break Program. For the past nine years during spring break, an international program has been offered solely for sport management majors. During these periods, Slippery Rock University sport management students have visited England, France, Germany, Ireland, Italy and Costa Rica. The Office of International Services is committed to assisting with the internationalization of the University by serving as a resource center; providing services to international students, faculty and scholars; assisting students and faculty going overseas; and integrating international students and scholars into campus and local community life.

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## student organization

The Sport Management Alliance (SMA) 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 (NASSM), the International Conference on Sport and Entertainment Business (ICSEB), the Stadium Managers Association (SMA), and the Mount Union Conference.

## career opportunities

Slippery Rock University's undergraduate Sport Management Program began in 1977. During an average academic year, the program assists roughly 150 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.

## Sport Management majors from SRU have gone on to become:

- ✓ Director, Salary Cap  
Arena Football League
- ✓ Assistant Director of Promotions  
Colorado Rockies Baseball Club
- ✓ Event Operations Coordinator  
PSSI Stadium Corp., Heinz Field
- ✓ Director of Eligibility Services,  
Rutgers University Athletics
- ✓ Assistant Athletic Director for Development  
University of New Mexico Lobo Club
- ✓ Division Manager of Concessions, ARAMARK Corporation  
PNC Park, Pittsburgh, PA
- ✓ Assistant Director of Internet Publicity and Promotions  
BIG EAST Conference
- ✓ Assistant Director of Compliance, Hofstra Athletics
- ✓ Vice President of Operations, Fresno Grizzlies
- ✓ Operations Director  
Major League Soccer

## what is sport management?

Sport management is estimated to be a \$221 billion dollar industry, more than twice the size of the auto industry, making it one of the top ten industries in the United States. Due to our program's versatility in the sport industry, a wide variety of opportunities exists in many areas, including management, marketing, accounting, finance, economics, communications and community relations. Sport-related knowledge can bring a unique aspect to not only the sport industry but also to businesses as well.



## Contact Info:

### Admissions Office

146 North Hall Welcome Center  
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Slippery Rock, PA 16057  
Phone: 724-738-2015  
E-mail: [admissions@sru.edu](mailto:admissions@sru.edu)  
Campus Tours: 1-800-929-4778  
Web: [www.sru.edu/undergraduateadmissions](http://www.sru.edu/undergraduateadmissions)

### Department Contact

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A member of the Pennsylvania State System of Higher Education