HAVERLACK
College of Business

SPORT MANAGEMENT

DEPARTMENT OF COMMUNICATION, MEDIA, AND SPORT MANAGEMENT

WHAT CAN I DO WITH A SPORT MANAGEMENT DEGREE?

You will be a part of the fast growing sport industry, assisting in the selling, marketing, production, and operation of games and events at the interscholastic, intercollegiate, amateur, and professional levels. Students will graduate with more than 800 hours of hands-on, practical experience by working and volunteering with our local, regional, national, and international sport industry partners. Our high-quality, accredited curriculum, and dynamic faculty make the SRU Sport Management program one of the oldest and most respected in the country. The program prepares students for entry-level positions with teams, leagues, and governing bodies, as well as for advanced study in graduate school.

SPORT MANAGEMENT AT SRU

Through the Sport Management curriculum, students learn to apply business skills including finance, accounting, advertising, marketing, social media, economics, legal issues, sales and revenue generation, fundraising, facility operations, leadership, and data analytics to the sport industry. Through the completion of four practicums, 120 volunteer hours and a semester-long internship, students are able to develop a focused career path.

WHY CHOOSE SRU SPORT MANAGEMENT?

1. **Strong alumni network**: As the third oldest Sport Management program in the country, SRU has more than 1,000 proud alumni in sport industry positions who are willing and able to assist students with job and internship placement.
2. **Experienced faculty**: You will be taught by full-time faculty members—not graduate assistants—who bring real-life examples, research, and industry experience to enhance your learning experience.
3. **COSMA accreditation**: SRU was the first Sport Management program in the country to be accredited by the Commission on Sport Management Accreditation. This rigorous process validates that the SRU curriculum and faculty meet or exceed expectations and have set the standard by which other programs are measured.
4. **Support and guidance**: Every undergraduate is assigned an academic adviser to guide students through the program. Additionally, upperclassmen and alumni serve as mentors to help students make decisions about educational and career goals.
5. **Practical experience**: After completing four practicums, 120 volunteer hours, and one semester-long internship, many students find themselves in high demand soon after graduation.

MAJOR

- **Sport Management (BS)**

MINOR

- Sport Management

COSMA ACCREDITED INSTITUTION

The Bachelor of Science degree in Sport Management at Slippery Rock University has received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA.

Slippery Rock University®

A member of Pennsylvania's State System of Higher Education

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GO ROCK, GO ANYWHERE

INTERNSHIP OPPORTUNITIES

Recent SRU Sport Management students have completed internships at various locations including:

- United States Olympic Committee
- Savannah Bananas
- Pittsburgh Steelers
- Clemson University Athletics
- Charlotte Motor Speedway
- Orlando Magic
- Miami Dolphins
- Ripken Baseball
- PPG Paints Arena
- Buffalo Bills

CAREER OUTCOMES

While many SRU Sport Management majors will continue their education after earning their bachelor's degree, graduates of the program have secured rewarding careers in the following areas:

- Vice President of Ballpark Operations, Pittsburgh Pirates
- Associate Athletic Director, University of Oregon
- Director of Athletics, Shippensburg University
- Tournament Director, PGA Champions Tour
- Senior Manager of Events, Hershey Events and Entertainment
- Groups Sales Specialist, Madison Square Garden
- Senior Director of Operations, U.S. Club Soccer
- General Manager, Legends Sports and Entertainment
- Senior Vice President, Central Florida Sports Commission
- Senior Ticket Operations Manager, Los Angeles Chargers

CLUBS AND ORGANIZATIONS

- Sport Analytics Club
- Sport Management Alliance
- Stadium Managers Association - Institutional Member
- Women in Sports + Events (WISE)

ALUMNI SPOTLIGHT

Olivia Beach – SRU class of 2020

Assistant Director of Compliance, University of Southern California

"The Sport Management program prepared me academically and professionally to take on the challenges of a career in college athletics. I left SRU empowered and confident in my abilities to make a positive impact."

Matan Cohen – SRU class of 2013

Senior Account Executive, NBA Orlando Magic

"The Sport Management program challenged me to go outside of my comfort zone by having me attend nearly one dozen industry-related conferences. I was able to build my professional network and develop confidence in speaking with industry professionals. The connections I made allowed me to foster career opportunities with the NBA's Atlanta Hawks and Orlando Magic."

Lauren Ashman – SRU class of 2004

Consultant, The PICTOR Group

"My experience with the Sport Management program had a profound impact on my professional career. I was able to flourish in an environment with supportive faculty who fostered growth, perspective, leadership, and individuality. I believe that the success I have achieved to this point can be attributed to the foundation built at SRU through its faculty members, curriculum, and overall academic mission."

ACADEMIC CONTACT:
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FOR MORE INFORMATION:
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