

SPORT MANAGEMENT

Real Opportunities

Working in the sports industry is a dream for many. Today's sports organizations are looking for highly-skilled employees who can quickly adapt to the exciting and fast-paced sports profession.

Our program features a group of carefully selected core courses that equip you with the basic knowledge necessary to succeed generally in the sports field but also give you the ability to choose from a wide variety of elective courses that position you to finish your degree with the exact skills that you need for your chosen job in the sports industry.



Students gain 450 hours of professional experience through internships directly related to their specific area of interest. These opportunities allow students to put their knowledge to use in the real world, acquire valuable industry contacts, and be part of unique achievements.

Your Parkside Experience

- Ability to hear from, meet and network with successful alumni and industry executives
- A focused, flexible curriculum that allows you to build skills and get into your field quickly
- 450 hours of hands-on industry experience
- Affordable tuition
- Small class sizes
- Work directly with professors with sports industry experience



Career Outlook



\$ MEDIAN PAY*

| | |
|-------------------------------------|----------|
| RADIO AND TELEVISION ANNOUNCER | \$44,010 |
| SPORTS REPORTER | \$37,090 |
| AGENTS AND MANAGERS | \$98,750 |
| ADVERTISING AND PROMOTIONS MANAGERS | \$82,060 |

SPORT MANAGEMENT OCCUPATIONS
PROJECTED 2012-2022

*2012, BUREAU OF LABOR STATISTICS

Courses You'll Take

- Sport Business & Finance
- Sport Facility Development and Management
- Sports Industry Regulation
- Sports Marketing
- Sport Sales & Customer Service

Amazing Results

UW-Parkside Sport Management graduates work in the front offices at every level of sport including the major leagues (Milwaukee Brewers and Minnesota Twins), minor leagues (Wisconsin Timber Rattlers and Milwaukee Admirals), college athletics (South Florida and Eastern Illinois), sports media and various other non-profit sports entities, park districts, and sports complexes. They are also succeeding at some of the best graduate schools in the nation in areas of study such as sport administration, business, and law.



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