

Careers in the Sports Industry

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Mapping out a career in the sports industry has been described by some as a full time job in itself. Since many of the jobs in this field are rarely found within traditional job postings or newspapers, it is necessary for interested students to become familiar with some of the sectors that make up this diverse and interdisciplinary area.

Typically, when one thinks of a career in the sports industry, one may think of the select few who are employed as professional athletes or comprise a select number of individuals that assume high profile positions within the management of professional teams. While these jobs do exist, openings in these roles are few and remain highly competitive, requiring many years of related experience within a particular field. However, there are many other opportunities that can be found within both the public and private sector that can offer the sports enthusiast a place in this dynamic industry.

The Sports Industry is very interdisciplinary and can be divided into many segments, some of which include:

Sports Media

Marketing, Broadcasting, Sport Writing, Public Relations

Sports Team Administration

Coach, Instructor, Referee, Athletic Director, etc. in high schools, colleges, universities and for professional teams.

Sports Related – Engineering

Stadium and Sports Facilities Operations, Sporting Goods and Equipment, Electronic Games and Computer-assisted training devices (Product Development and Design)

Sports Medicine

Sports Rehabilitation & Orthopedics, Athletic Training, Sports Nutrition, Sports Psychologist

Sports - Other

Sports Management & Finance, Sports Law, Sports Statistics, Retail & Wholesale Operations, Sports Writing

MIT students looking to get information in these areas can consult the following list of web and written resources. Preparation for many of these areas can be found in a variety of different majors/areas of study. As the attention given to sports continues to rise within the US and internationally, employment prospects within a variety of these areas may also rise.

Sports Industry Careers continued

General Internet Resources

MIT Center for Sports Innovation

<http://web.mit.edu/aeroastro/labs/si/>

WorkinSports.com – Sports Job Search

<http://www.workinsports.com/sports-jobs.asp>

JobsInSports.com!

<http://www.jobsinsports.com/index.cfm>

Sport & Technology: A monthly e-newsletter covering the impact of technology on the business of sport

<http://www.sportandtechnology.com/page/0001.html>

Sports Industry Careers

http://careerplanning.about.com/od/occupations/a/sports_industry.htm

Careers in Sports Statistics

<http://www.amstat.org/sections/sis/>

NCAA News – Information for Employment in College Athletics

<http://www.ncaa.org/wps/portal>

American Physical Therapy Association

<http://www.apta.org/>

National High School Athletic Coaches Association

<http://www.hscoaches.org>

Written Resources

Dream Job: Sports Publicity, Promotion, and Marketing.

Helitzer, Melvin. University Sports Press, 2000.

Sports Business Directory.

Williams, Geoffrey M. E.J. Krause & Associates, Inc., 2001.

Sports Market Place Directory.

Myers K. Jaguar ed. Sportsguide, LLC, 2003.

Career Opportunities in the Sports Industry.

Field, Shelly. New York: Checkmark Books. 1999.

The 50 Coolest Jobs in Sports.

Fischer, David. New York: Macmillan Reference. 1997.