

## Sports Studies

### Bachelor of Science Degree

#### **Emphasis: Human Performance**

#### **Overview:**

“Designed to prepare you for graduate work in education or a career in the sports and recreation industry, a Sport Studies major arms you with the skills you will need to render informed and accurate advice on almost every aspect of the sports world. Whether you’re coaching a baseball team, or advising Nike on how to develop a better basketball shoe, the skills you learn here will have real, practical applications. With a gym in almost every neighborhood in America, Sport Studies majors can find themselves in high demand. The more health conscious our society becomes, the more we will need well trained and informed individuals to guide us through the litany of workout programs available to us.”

- **Sports Coach \$29,100 Bachelor’s Degree**

“Athletic coaches exist in a variety of organizations, from high schools to universities; workload and pay vary greatly depending on the employer. The athletic coach's daily work includes teaching and instructing athletes during practices and games. Knowledge of the sport is highly important to be effective. Positions for school teams often require the coach’s to ensure students are performing in the classroom as well, which may involve coordinating with teaching staff and tutors. Other activities include attending clinics and participating in related functions ranging from community involvement to budget meetings.”

- **Sports Physician \$206,800 Doctorate’s Degree**

“Sports physicians are concerned with promoting health in athletes, whether professional or amateur. In the professional field, a sports physician works alongside a multi-disciplinary team that includes sports psychologists, nurses, nutritionists and physical therapists, according to Degree Directory. The doctor may be in family practice or an orthopedic surgeon, depending on the specialty. Sports physicians work long, hard hours, but the job can be extremely rewarding, both financially and mentally.”

- **Activities Coordinator \$37,000 Bachelor’s Degree**

“Activities coordinators work in hotels, senior centers camps and similar places to create and lead fun activities for guests. The events could be large group games, like a limbo night, or an offsite event like a golf trip. Activities coordinators work to create the events, get all necessary equipment, recruit participants and guide the events.”

- **Health Information Coordinator \$54,000 Bachelor’s Degree**

“As a health information coordinator or manager, you would work with both medical professionals and information technology specialists to ensure the security and accuracy of electronic health records.”

- **Recreational Therapists \$42,200 Bachelor’s Degree**  
 “Plan, direct, or coordinate medically-approved recreation programs for patients in hospitals, nursing homes, or other institutions. Activities include sports, trips, dramatics, social activities, and arts and crafts. May assess a patient condition and recommend appropriate recreational activity.”
- **Sports Medicine Specialist \$241,000 Doctorate Degree**  
 Sports physicians treat musculoskeletal injuries that occur as a result of participation in sports, such as knee and shoulder injuries, ankle sprains, head injuries, tendonitis and fractures. Additionally, primary care sports physicians may treat chronic health conditions that can affect athletic performance, such as asthma and diabetes. Sports physician’s counsel athletes, helping them maximize performance, prevent injuries and lead a healthy lifestyle. They may suggest supplements, diet plans or exercise regimens to address performance issues. They may also help athletes with psychological or substance abuse issues related to sports. Sports physicians collaborate with physical therapists, athletic trainers and other healthcare professionals to plan courses of treatment and rehabilitation for their patients.
- **Physical Therapist \$79,860 Master’s Degree**  
 Compassion: People come to you in pain, and will have concerns and doubts about their recovery. Physical therapists are people that want to help those in pain. Attention to Detail: Physical therapists need to observe a patient's issues, and analyze what is needed to help them ease their pain, without putting them at risk of further injury. Dexterity: You will use your hands to move a patient's body and provide therapeutic exercise. Interpersonal Skills: You will be working one-on-one with patients every day. You will need to like working with people in close situations, be a good communicator and listener. You will need to talk with patients and their families and be able and willing to deliver both good and bad news in most compassionate way possible. Stamina: Physical therapists may have to lift clients, and spend much of their time on their feet. You will need strength and stamina to do the job.

Most information obtained from <http://www.bls.gov/> (Oct. 2015)

## Sports Studies

### Bachelor of Science Degree

#### **Emphasis: Sports Management**

#### **Overview:**

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- **Sports Marketing Specialist \$63,300 Bachelor’s Degree**

“In charge of coordinating activities at sporting events and charity events, sports marketing specialists help an organization increase ticket sales or raise awareness of a cause. They utilize marketing techniques such as group ticket sales or prize giveaways, often working with sponsors to promote their products at sporting events. Much of their time is spent planning these marketing tactics or organizing fundraisers.”

- **Sports Nutritionist \$56,300 Bachelor’s Degree**

“Sports nutritionists advise athletes on what to eat. The overall goal of this advice is to ensure the athlete remains in the best shape possible for their sport.”

- **Sports Team Marketing Manager \$115,700 Bachelor’s Degree**

“Sport marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name.”

- **Sports Medicine Technician \$44,700 Bachelor’s Degree**

“In general, the role of the sports medicine technician is to assist and observe the daily duties of a head athletic trainer. Daily duties can include emergency injury assessment and treatment, application of splints and braces, ensuring the proper fit of sports equipment, and educating athletes in preventative measures they can take to avoid injury. Under the direction of a sports medicine physician and the head athletic trainer, sports medicine technicians often design and coordinate treatment with a sports masseuse or physical therapist in the implementation of a rehabilitation program for injured patients.”

- **Athletic Director \$90,200 Bachelor’s Degree**  
 “An athletic director is an administrator who works in a high school, college, or university. As an athletic director, some of your job duties may be to fundraise and budget for intercollegiate and intramural athletic activities. You may also be responsible for recruiting, managing publicity, and supervising coaches.”
- **Sports Agent \$96,100 Bachelor’s Degree**  
 “If you are interested in contracts, salaries, endorsements and legalities, you can use your sports management and business education to become a sports agent. In this role, you will work primarily with professional athletes and coaches to determine contract terms such as salaries and performance bonuses. You may also handle your clients' investments, taxes, personal finances, schedules and overall reputation. Agents also promote their athletes by landing endorsements and community relations opportunities.”
- **Sports Philanthropist \$56,800 Bachelor’s Degree**  
 “Sports philanthropy is devoted to creating corporate social responsibility by using sports for the common good. Professionals who specialize in sports philanthropy typically work in marketing, sales, events management, or administration and seek to develop charitable fundraisers off the field.”
- **Sports Sales Promotion Manager \$63,300 Bachelor’s Degree**  
 “Use your sports management degree to involve yourself in sports promotions jobs. Great opportunities to connect with athletes, as well as promote events and come up with fun ways to raise team awareness. This job can be especially fun when coming up with contests and prizes for local sporting events and teams.”

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#### **Emphasis: Sports Marketing**

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- **Event Coordinator (Sports Marketing Firm) \$58,400 Bachelor’s Degree**  
“The Event Coordinator position is available both within sports marketing firms and “in-house” departments. This position requires a great breadth of experience in the field and is one of the more difficult entry-level positions to acquire. Working with the Event Director, an Event Coordinator assists with operations both on and off-site, and must be attentive to every detail of event staging. Event Coordinators also correspond with corporate sponsors, ensuring that all their needs are met.”
- **Marketing Representative (Sports Marketing Division) \$42,600 Bachelor’s Degree**  
“Marketing representatives for sporting goods manufacturers are called upon to do a wide variety of tasks, from keeping track of the athletes who endorse your company’s products, to grassroots market research. Marketing reps need to be flexible and able to handle multiple tasks. They primarily work with athletes on college and pro teams, making sure they are supplied with the company’s product.”
- **Public Relations Assistant (Sports League/Association) \$54,100 Bachelor’s Degree**  
“Most teams, leagues, sports merchandise manufacturers, and sports marketing firms have a PR department, because public relations is a big part of sports marketing. In order for a sporting event to be successful, it must receive media attention, which is often generated through public relations. PR assistants work with the department head to draft press releases and pitch stories to the media. PR assistants for pro teams may help direct activities in the press box on game night. PR assistants at sports marketing firms keep track of news coverage of clients and assemble clipping reports.”
- **Account Coordinator (Sports Marketing Firm) \$35,700 Bachelor’s Degree**  
“Account Coordinators at sports marketing firms, support upper-level executive staff in the creation of marketing strategies, the coordination of corporate sponsorships, and the planning of sporting events. Account Coordinators help to maintain strong relationships with the firm’s corporate clients.”

- **Development Director \$96,000 Bachelor's Degree**  
“Development directors create strategies to meet fundraising goals for organizations, such as nonprofit agencies, universities and hospitals. They also build relationships with benefactors and may be required to organize fundraising events. Travel is sometimes required. Stress levels may rise when deadlines for special events draw near.”
- **Compliance Director \$115,400 Bachelor's Degree**  
“A compliance officer is hired to oversee rules and regulations within a company. He or she is trusted to ensure illegal or unethical behavior does not take place within an organization.”
- **Corporate Sales Director \$148,900 Bachelor's Degree**  
“Directs and oversees an organization's sales policies, objectives, and initiatives. Sets short- and long-term sales strategies and evaluates effectiveness of current sales programs. Recommends product or service enhancements to improve customer satisfaction and sales potential.”

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#### **Emphasis: Public Relations**

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- **Communication Coordinator \$40,000 Bachelor’s Degree**  
“A communications coordinator serves an organization by promoting and maintaining the image of the organization through social media and publications. A communications coordinator also creates and manages an organization’s community calendar among other responsibilities.”
- **Public Relations Coordinator \$40,000 Bachelor’s Degree**  
“A public relations coordinator usually works for a public or private organization, arranging and directing various community events to promote the image of that organization and demonstrate how the organization is helping the community as a whole. Depending on the size of the organization, the public relations coordinator may also handle the compilation of press releases and is in charge of gaining media attention for the press releases.”
- **Sports Information Director \$38,000 Bachelor’s Degree**  
“A sports information director often works for a school or specific sports team, documenting and releasing accomplishments by team members or the team as a whole. He or she updates media on these accomplishments, making sure the school or team gets proper recognition, whether at community, state, or national levels.”
- **Marketing Specialist \$49,000 Master’s Degree**  
“A marketing specialist often works closely with the rest of the marketing and communications teams to best devise marketing plans and assist in their implementations. He or she also contributes to newsletters and other creative updates for the company in order to promote the goods and/or services offered by the company. A marketing specialist is also required to stay up-to-date with marketing and advertising trends in order to create ideas that are most appealing to the targeted audience of the company.”

- **Chief Communications Officer \$100,000 Master’s Degree**  
 “A chief communications officer may work for a private or public company or organization, devising communications strategies to stay close with media sources and works closely with departments responsible for the development of internal and external publications, including but not limited to press releases and newsletters. A chief communications officer may also develop website content to boost search engine results for a company or organization among other responsibilities.”
- **Public Relations Manager \$111,200 Bachelor’s Degree**  
 “The BLS (U.S. Bureau of Labor Statistics) describes the primary job duties of a public relations manager as planning and directing a program as well as possibly supervising a staff of specialists. Similar to specialists, managers tend to have regular contact with the media. These professionals often work with executive-level personnel, including the heads of marketing and advertising. The BLS indicates that managers often specialize in one area of the field, such as crisis management and social media, or work with a particular industry.”
- **Sports Agent \$63,300 Bachelor’s Degree**  
 “A sports manager is someone that is hired by either a team or an individual athlete to ensure that everything that happens off the field goes smoothly. They have numerous responsibilities that revolve around making it easier for their clients to focus on winning without worrying about the business or organization side of sports. Unlike sports agents, managers do not focus on contracts for their clients, instead managers ensure that their clients are getting the proper attention and training to allow them to compete at their highest level. Sports managers are hired at a wide variety of venues including academic institutions, amateur and professional leagues, sporting goods companies, and even sports marketing firms.”
- **Public Relations Representative \$42,000 Bachelor’s Degree**  
 “Working as a public relations representative is another good option for those who study sports, communications and similar fields. A public relations rep is someone who ensures a client has a good and strong reputation. They scour the web for references to clients, follow breaking news and generally keep an eye out for any potential problems or issues. PR reps also work with newspapers and other news outlets to release important stories about clients. They write press releases every time a client signs a new contract, works with a new sponsor or releases a product branded with his or her name.”
- **Assistant Director of Athletic Communications \$45,058 Bachelor’s Degree**  
 Should have proven abilities in writing, publications, statistics and web site management. The assistant director will handle day-to-day media activities and related issues including media relations, writing and editing of media guides, game operations and liaison with the conference offices for sports assigned by the Associate Athletic Director for Communications. Primary sport responsibilities will include serving as the media contact for various sports at including but not limited to men’s soccer, women’s basketball and women’s lacrosse, but could change based on experience.

- **Assistant Media Relations Director \$40,000 Bachelor's Degree**  
 Some requirements as an Assistant Media relations Director include: outstanding written and oral communications skills, demonstrated skill to translate complex material into clear, lively and straightforward prose, skill in writing proficiently on journalistic deadline, working knowledge of word processing and desktop publishing. Familiarity with web site creation and update. Proven ability to handle multiple tasks in a frequently busy and demanding environment. Ability to travel nights, weekends and a flexible work schedule. Ability to assume responsibility and work as a team. Familiarity with Photoshop, InDesign.
- **Communications Coordinator \$44,343 Associate's Degree**  
 Support content development, creation and execution of social media strategic content and advertising to support seasonal campaigns, editorial calendar, media relations, and giving events, for all of Academy social media platforms. Develop, write, implement, and track social media content to promote a positive company image. Responsible for monitoring and evaluating all social media platforms and business providing regular reporting, tracking and analytics related to social media content and ad performance. Serve as an internal liaison for social media with marketing, merchants and site merchants for all social media platforms. Assists in department budget management and planning. Supports Communications team planning and organization of public and media relations, community giving activities, internal communications and other business rhythms on an ad hoc basis. Develop a thorough understanding of policies, procedures and safety rules
- **Multi-Media Sports Reporter \$38,324 Bachelor's degree**  
 Writer/blogger should be able to recognize breaking news and trends related to recruiting and originate ideas for content. Report and write with a strong sense of urgency, energy and tenacity. Engages and embraces the community through frequent posts online, pieces in print and appearances in other media. As an editor, must understand what the fan audience needs and wants each day of the week and have the ability to see and produce socially sharable content consistently throughout the day. Creates photo galleries, quizzes, memes, GIFs from photographs and videos. Measures and is accountable for page views and visit targets for content he or she has created. Produce photos, videos, collect data, and other information for maps, charts and other supplemental content. Manage time effectively, juggling long-term and short-term work. Consistently meets deadlines set for print and digital needs, including advance deadlines. Collaborates effectively with others, along with communicate and work effectively with a team of sports journalists to give a complete picture of sports coverage
- **Manager of Community Sports \$86,861 Bachelor's Degree**  
 Sets schedule for appearances, provides appearance fees (when appropriate), secures/confirmes players, arranges video/photography, transportation, security and staffing for appearance, etc. Manages pregame player-related activities (securing, confirming and reminding the player); facilitating pregame meet and greets; providing assistance with players' guests. Facilitates charitable opportunities; arranges for site

visit(s); administers fundraising activities (in-ballpark and externally); assists with scheduling media and promotional opportunities. Includes scheduling, ticket distribution, and guest management. Works closely with Hospitality department on concessions needs. Assist with reviewing requests, scheduling speakers and sets appearance fee when appropriate. Works with other departments to determine needs for autographed items (Sales for group incentives, Corporate Development for sponsors, etc.) Oversees the ordering and delivery of items, works with players to schedule autograph sessions. Maintains an inventory of items, orders additional items as needed, and tracks this budget. Closely tracks the budget to ensure that monthly and annual budgets are on target. Reviews monthly budget reports and ensures that all items are properly allocated. Provides budget updates and recommendations when appropriate.

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#### **Emphasis: Recreation**

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- **Campus Recreation Director \$64,500 Bachelor’s Degree**  
“Oversees all aspects of club level athletics. Directs appropriation of funds and scheduling and maintenance of recreation facilities. Requires a bachelor's degree and at least 5 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to the Athletic Director.”
- **Exercise Specialist \$42,100 Bachelor’s Degree**  
“Identifies risk factors and designs specialized strength and conditioning programs for patients. Teaches patients on the proper exercise techniques. Educates patient and family members on proper techniques for transitioning hospital-based fitness program to a safe and effective home exercise program.”
- **Head Athletic Trainer \$55,500 Master’s Degree**  
“Oversees a team of physical therapists who are responsible for the care and rehabilitation of student athletes. Plans and directs the athletic training program. Responsibilities also include overseeing the training room, supervising assistant trainers, and planning and scheduling medical coverage at sporting events.”
- **Student Activities Officer \$46,500 Bachelor’s Degree**  
“Assists in the development, organization, and oversight of the university/college's extra-curricular programs. Sets up social events and has a participatory role in the student government and student run clubs. Approves funding for various student activities.”
- **Ticket Manager \$49,100 Bachelor’s Degree**  
“Supervises ticket operations of athletic events. Provides services to event sponsors including: coordinating and overseeing the mailing of ticket information, the managing of money and tickets, and the preparing of audit statements. Hires and trains personnel.

Requires a bachelor's degree in business or related field and at least 5 years of related experience. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.”

- **Recreational Coordinator \$44,600 Bachelor’s Degree**  
“Plans and directs the student, faculty, and staff recreation program including intramural and club sports. May be responsible for managing maintenance of some facilities.”
- **Personal Trainer \$55,500**  
“Responsible for developing and implementing a specialized exercise regimen for a client. Ensures the fitness program meets the needs of the client and may include elements such as physical fitness, nutrition, cardiovascular training, and weight training. Offers guidance and support to clients in order to achieve their goals.”
- **Physical Therapist \$80,200 Master’s Degree**  
“Responsible for evaluating/assessing needs of referred patients and formulating treatment plans. Provides therapy services defined in treatment plans. Work cooperatively with physicians, case managers, and adjustors. May supervise physical therapy assistants, aides, and athletic trainers.”
- **Wellness Center Programs Coordinator \$31,000 Bachelor’s Degree**  
Such candidates will be highly motivated, a creative leader and demonstrates a passion for delivering quality programs to benefit the community. This position is responsible for all youth and adult programming, including swimming lessons, youth and adult sports, special events, collaboration efforts, and exercise incentive programs. This person must be self-motivated, highly organized and has the capacity to cultivate and engage members, volunteers and lead a staff team.
- **Director of Operations \$60,000 Bachelor’s Degree**  
Establish, with the branch leadership team, long range plans for programs and services, in harmony with overall objectives. Provide staff support for assigned committees. Provide staff leadership for annual support campaign. Represent and promote in the local community and develops positive working relationships with other organizations, businesses and governmental entities. Develop and maintain collaborative relationships with community agencies in service delivery area. Recruit, hire, train, develop and direct employees and volunteers. Review and evaluate staff performance. Develop strategies to motivate staff and achieve goals. Develop, manage and monitor assigned operating budgets to meet or exceed targets. Recommend adjustments to the budget to assure a balanced operation and submit reports on current operations. Engage in active listening with members in order to build relationships, understand individual's goals and interests and take the initiative to assist in the achievement of those goals. Ensure the cleanliness, safety and operational condition of facilities, equipment and grounds of the branch to assure high standards. Ensure growth in membership, health & fitness, aquatics, sports,

youth & teen programs.

- **Fitness Trainer \$38,599 Bachelor's Degree**

Assist with design and implementation of holistic programs. Responsible for client safety during programming. Observe participants and inform them of corrective measures necessary for skill improvement. Offer alternatives during classes to accommodate different levels of fitness. Plan routines, choose different movements for each set of muscles, depending on participant's capabilities and limitations. Evaluate individuals' abilities, needs, and physical conditions, and develop suitable training programs to meet any special requirements. Explain and enforce safety rules and regulations governing sports, recreational activities, and the use of exercise equipment. Provide students with information and resources regarding nutrition, weight control, and lifestyle issues

- **Recreation Specialist \$42,438 Bachelor's Degree**

As a Recreation Specialist the incumbent will be responsible for scheduling participants for activities, preparing and disseminating poster, flyers, and other informational materials for events, activities, and service availability, providing information to participants, families and general public regarding schedules requirement needs, access procedures and fees for social service and other program/activities, assisting in the initiation, resource acquisitions, and development of activities, monitoring groups, facilitates tutorial programs, oversees participants during activities, organizes club sport teams and prepares space for program activity sessions, and providing information regarding program cost for specific activities and participants.

- **Youth and Sports Director \$45,601 Bachelor's Degree**

Under the direction of the Senior Program Director, the Youth and Sports Program Director shall administer the policies, programs, and facilities related to youth sports programs for members. This position's primary responsibility is the recreational and competitive gymnastics programs, but will also include cheerleading, dance and all youth/team sports program and sports related birthday parties. Duties include the development of new programs; ongoing supervision of current programs; ensuring compliance with all regulations, laws and policies; coaching of staff; and excellent and ongoing communication with members, colleagues and the community such that all goals are met or exceeded.

## Sports Studies

### Bachelor of Science Degree

#### **Emphasis: Psychology**

#### Occupations

- **Sports Psychologist \$90,000 Doctorate Degree**

Academic Jobs: Sports psychologists employed at academic institutions teach and conduct research. Applied Psychology Positions: Sports psychologists employed in these positions train teams and athletes how to enhance motivation and performance. Clinical Psychology: Clinical sports psychologists meet individually with athletes and coaches

- **Professor of Health Sciences \$84, 000 Master's Degree**

The director will provide leadership to the School, including: Managing the School's programs and budget, subject to approval by the Dean of the College; Providing recommendations for School faculty concerning appointments, promotions, salary adjustments, dismissals, and the conferment of tenure; Promoting the mission of the University, including its policies for institutional equity; Supporting School morale, quality teaching, research, scholarship, creative activity, and University/community/professional service; Implementing, in cooperation with School faculty members, the faculty workload provisions of the current collective bargaining agreement; Fostering democratic procedures within the School; Encouraging and supporting program development; Sharing information with and soliciting the views of members of the School on matters of general interest to the School, College or University; and adhering to School bylaws. The Director will also teach courses within one or more of the School's programs; conduct research; provide service to the School, the College, the University, their profession, and the community; and mentor/advise students.

- **Athletic Counselor \$90, 010 Bachelor's Degree**

Serve as an academic advisor for certain sport teams as assigned. Help students understand University and degree requirements and develop a responsible approach to academic planning. Assist student-athletes in selecting and declaring an academic major. Assist in assessing student-athlete course performance. Assist and advise student-athletes each semester during the pre-registration process by monitoring their class schedules for graduate requirements and special athletic needs, such as travel and practice times. Maintain accurate academic records, develop statistical analysis of academic success or challenges and provide data as requested regarding the academic progress of student-athletes on an on-going basis. Communicate with coaches and track the admission status, assessment and pre-registration of all new student-athletes. Assist coaches in the recruitment process of student-athletes by sharing academic information and by meeting prospective student-athletes for campus visits.

- **Mental Sports Consultant**

Sport psychology consultants are fast becoming far more accepted and utilized as a valuable competitive edge among athletes and coaches. A sport psychology consultant can be the secret weapon in mental training arsenal. They can help you dramatically improve your learning, training and performance. Discuss any performance issues that trouble you or concern you. Talk about any emotional obstacles holding you back. Explore any technical issues that affect your mental game. Engage in creative exploration of how to resolve these issues. Understand the mind-body connection and how to make it work for you. Gain additional perspectives on your sport experiences and challenges. Feel deeply listened to and respected as you discuss your problems. Assess your mental strengths and weaknesses. Devise a mental training plan to help you overcome mental weaknesses. Discover learning experiences and exercises to help you become self-aware. Share the kind of things and ask the kind of questions you would normally not be able to share with your friends, parents or coaches. Grow from being assigned mental training homework. Be assessed on a variety of mental measures to increase your awareness.

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