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Meet the Demand

- Sports in the U.S. involve more than $200 billion in annual spending and touch every professional aspect of media.
- Sports in the U.S. are followed by 85 percent of the U.S. population.
- The average individual in the U.S. follows five different leagues.

Map Your Future in Sports Business and Media

Assistant Director of Athletic Marketing
Assist in the planning and execution of marketing responsibilities surrounding sports teams in an athletic department. Includes marketing and game day event planning for all sports teams. Coordinate production of advertisements and other marketing collateral.

Assistant Director of Facilities and Risk Management
Responsible for the administration and management of formal and informal recreation programs and facilities, including facility enhancement and development, as well as short- and long-range planning, fiscal management, and revenue generation.

Assistant Director of Media Relations
Write and place news releases and firm announcements. Develop targeted media lists and field media inquiries and proactively seek out recognition opportunities. Ensure consistency and accuracy of content for print materials, training materials, and internal and external communications.

Marketing and Promotions Manager
Estimate the demand for products and services that an organization and its competitors offer and identify potential markets for the organization's products. Direct programs that combine advertising with purchasing incentives to increase sales via online advertisements, in-store displays, product endorsements, or special events. Purchasing incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, and contests.

Ticket Marketing Manager
Oversee ticket marketing in an athletic ticket office for all season, single-game, and group ticket sales campaigns for assigned sports. Conduct research of new advertising and marketing opportunities to reach new audiences and drive attendance. Provide direct supervision to ticket marketing team.

Sports and Information Media Coordinator
Coordinate all aspects associated with online streaming of athletic events and video content. Schedule, promote, staff, direct, and archive sports broadcasts and other events. Edit highlight clips. Additional video responsibilities might include video interviews, player spotlights, and event promotions.

The W. P. Carey business degree in sports and media studies delivers operational understanding of the sports and media industries while developing your business acumen and knowledge. There are a variety of career opportunities for sports and media graduates, with average starting salaries ranging from $35,000 to $57,550.

The exciting — and growing — sports business and media industries provide opportunities to grow fan loyalty, strategically leverage communication channels, and increase revenue. Both sports and mass media reach people as spectators, fans, and consumers, actively affecting audiences as well as the advertising market.

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Add Value to Your Degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

Sports Business Association (SBA)
sbaatasu.com
Delivers unprecedented educational and professional opportunities for ASU students interested in the sports industry, providing members with industry connections, leadership development, and applications of social responsibility.

American Marketing Association (AMA)
amaasu.com
The ASU chapter of AMA provides members with opportunities to develop the skills needed to excel in the field of marketing and communications through professional and network development.

Association for Women in Sports Media (AWSM)
awsmonline.org
Works to promote and increase diversity in sports media through an internship/scholarship program, as well as through mentoring links and career enhancement initiatives.

National Sports Marketing Network (NSMN)
sportsmarketingnetwork.com
NSMN features the leading newsmakers and leaders in the sports business industry, including league commissioners, network executives, agency presidents, and corporate executives who organize and lead industry discussions.

National Association of Sports Commissions (NASC)
sportscommissions.org
NASC delivers quality education, ample networking opportunities, and exceptional sports event management and marketing know-how.

Contact

Visit wpcarey.asu.edu/sos to schedule an appointment with your advisor or career coach.

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1 Communication Research Trends, Center for the Study of Communication and Culture Vol. 22 (2003) No. 4
2 National Association of Colleges and Employers Salary Survey