Job Titles and Careers for Sports and Media Studies Majors:

**Job Titles:**
- Business Manager
- Sports Facilities
- Marketing Manager
- Communications and Public Relations Coordinator
- Sports Journalist
- Sports Sales
- Media Consultant
- Web Marketing and Communication Specialist
- Assistant Manager Athletic Fields
- Facilities, Operations and Events Manager
- Reporter
- Marketing Communication Manager
- Customer Service and Business Development Representative
- Media Sales Representative
- Business Internal Communications Consultant
- Media Relations Coordinator
- Sports and Information Media Coordinator

**Assistant Director of Athletic Marketing**
Assistant director of athletic marketing assists 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. Oversight of all home football games including planning, pre-event set up, execution, and budget management. Project coordinator for marketing graphic design efforts including marketing flyers, web ads, print ads, and other marketing collateral pieces.

**Assistant Director of Facilities and Risk Management**
Assistant director of facilities and risk managers are responsible for the administration and management of formal and informal recreation programs and facilities, including facility enhancement and development. The position is responsible for short and long range planning, fiscal management, and revenue generation.

**Assistant Media Relations Director**
Assistant media directors write and place news releases and firm announcements for development of external marketing. They develop targeted media lists and field media inquiries and proactively seek out recognition opportunities, create content with consistent messaging within company guidelines, and assure accuracy of content for print materials, training materials, and internal and external communications.

**Marketing Managers**
Marketing managers estimate the demand for products and services that an organization and its competitors offer and identify potential markets for the organization’s products.

**Promotion Managers**
Promotion managers direct programs that combine advertising with purchasing incentives to increase sales via Internet advertisements, in-store displays, product endorsements, or special events. Purchasing incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, and contests.
Student Organizations

American Marketing Association (AMA)
facebook.com/AMAtatASU

Sports Business Association (SBA)
sbaatasu.org

Professional Organizations

Association for Women in Sports Media (AWSM)
awsonline.org

AWSM works to promote and increase diversity in sports media through an internship/scholarship program, which has placed more than 100 female college students in paid internships since 1990, as well as through mentoring links and career enhancement initiatives. AWSM annually pays tribute to individuals who have paved the way for women in sports media with the Mary Garber Pioneer Award, and help those who encounter roadblocks in sports yet to be blazed.

International Sports Professionals Association (ISPA)
thesportsprofessionals.com

The International Sports Professionals Association (ISPA) believes that sports transcend mere games and are a vehicle for enriching life. As such, those professionals committed to serving sports take on a great responsibility. It is ISPA’s mission to make sure that professionals serving sports are qualified to accept this responsibility and as a result raise the standard of service that athletes receive.

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. NSMN-produced programming has received national and local press coverage.

Public Relations Society of America (PRSA)
prsa.org

PRSA serves a diverse community of professionals, empowering them to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve. PRSA is the world’s leading advocate for communications professionals.

National Association of Sports Commissions (NASC)
sportscommissions.org

The NASC is your resource for the sports event industry. The NASC delivers quality education, ample networking opportunities, and exceptional event management and marketing know-how, which increases membership satisfaction.

American Communication Association (ACA)
americancomm.org

The ACA is a not-for-profit virtual professional association with communication scholars and practitioners. Membership in the ACA is free by simply subscribing to the AmericanComm discussion group Yahoo. As a member of ACA, you become part of the ongoing conversation that makes this organization what it truly is a virtual community of people concerned about communication. The American Communication Journal is another benefit of being a member. It is the premier online scholarly refereed journal dedicated to the study of communication.

International Association of Business Communicators (IABC)
iabcphoenix.com

Founded in 1970, IABC provides a professional network of more than 15,000 business communication professionals in over 70 countries.

College Sports Business News (CSBN)
collegesportsbusinessnews.com

CSBN website frequently publishes original expert commentary and guidance on issues related to sports law, sports business, sports marketing, sports media, coaching, contracts, facilities, personnel, fan interest, research, and compliance.

Professional Publications

Sports Video Group
sportsvideo.org/main

Sports Business
sportbusiness.com

College Sports Business News
collegesportsbusinessnews.com

Sports Business Daily
sportsbusinessdaily.com/Journal.aspx

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

Who can you talk to?

Tempe Campus 480-965-4154
Polytechnic Campus 480-965-4154

To schedule an appointment:
wpcarey.asu.edu/sos