

## What Can I Do With a Major in Sport Communication?

### Possible Career Options

*(some career options could require advanced study)*

Advertising Agent  
 Athletic Conference Director  
 Athletic Director  
 Business Manager  
 Community Relations Director  
 Facilities Manager  
 Marketing Director  
 Media Relations Director  
 Personnel Director  
 Public Address Announcer  
 Public Relations Director  
 Radio Broadcaster  
 Scoreboard Operator  
 Sporting Goods Salesperson  
 Sports Agent  
 Sports Clothing Designer  
 Sports Information Director  
 Sports Photographer  
 Sports Promoter  
 Sports Team Publicist  
 Sports Writer  
 Statistician  
 Team General Manager  
 Television Broadcaster  
 Ticket Manager  
 Video Technician

### Transferable Skills

Writes clearly and speaks articulately

Possesses command of the English language

Works long and irregular hours

Works well under pressure to meet deadlines

Possesses an interest in and knowledge of a broad range of sports

Communicates and collaborates with individuals and groups

Possesses creativity and imagination

Researches, analyzes, organizes, and synthesizes sports information

Utilizes computers

## **Employment Sites**

Past interns and graduates have worked at:

Akron Aeros  
Artina Promotional Products  
*Ashland Times-Gazette*  
Bell Haun Systems  
*Centerville-Bellbrook Times*  
Cleveland Crunch  
Cleveland Indians Broadcasting Department  
Delaware Cows  
*El Dorado News Times*  
Fox Sports Ohio  
Franklin Heights High School  
GMR Marketing  
Indianapolis Speedway  
Lake Erie College Athletics Office  
*Mineral Daily News Tribune*  
Orlando Magic  
Otterbein College  
Palace at Auburn Hills  
Pawtucket Red Sox  
Phi Delta Theta Company  
The Morning News  
University of Pennsylvania

## **Experiential Education**

Providing public relations and marketing for a professional sports team

Organizing pre-events and half time events for college athletics

Working in a radio or television broadcast booth for a sports team

Writing sports articles for a newspaper

Helping with layout and design for a sports magazine

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## **Additional Resources**

Camenson, Blythe, (1995), *Great Jobs for Communications Majors*, VGM Career Horizons: Chicago, IL.

Field, Shelly, (1999), *Career Opportunities in the Sports Industry* (second ed.), Checkmark Books: New York, NY.

Field, Shelly, (1996), *Career Opportunities in Advertising and Public Relations* (revised ed.), Facts on File Inc.: New York, NY.

Heitzmann, William Ray, (1997), *Careers for Sports Nuts and Other Athletic Types*, VGM Career Horizons: Chicago, IL.

Jensen, Clayne and Naylor, Jay, (2000), *Recreation and Leisure Careers*, VGM Career Horizons: Chicago, IL.

Karlin, Len, (1995), *The Guide to Careers in Sports*, E.M. Guild: New York, NY.

Mogel, Leonard, (2000), *Careers in Communications and Entertainment*, Simon & Schuster: New York, NY.

*Occupational Outlook Handbook*, (2002-03), US Department of Labor.