

SPORT MANAGEMENT

Begin your global career journey through sport management!



EXCITING WORLD OF SPORTS

Sport Management is the business of sports and recreation. Since the Clarke sport management program is housed in the Business Department, students will have an opportunity to earn a double major or a minor in Business Administration. In addition, the program is highly experiential. Students will gain valuable hands-on experience in the field as well as extensive knowledge in the classroom. These factors will provide students with a competitive advantage when transitioning toward full-time employment. Internships by Clarke sport management students have included:

- Green Bay Packers
- Dubuque Fighting Saints
- University of Minnesota
- Eagle Ridge Golf Course
- Club Fusion Volleyball
- East Dubuque & Senior High School Athletic Departments
- The Dubuque Community YMCA/YWCA
- Diamond Jo Casino Marketing Department
- Signature Health & Fitness
- Dubuque Golf & Country Club
- Union Dubuque Football Club



Sport Management has provided me with the real world hands-on experiences and classroom knowledge to be successful in making an impact in my career field.

SS'VEN WALKER
Sport Management '20

HEFTY NUMBERS

- In the U.S. alone, the sport industry ranks sixth among all industries, with annual revenue of more than \$250 billion.
- The job growth projection for athletic directors in higher education through 2022 is faster than the national average, according to the U.S. Bureau of Labor Statistics.

In the Clarke sport management major, you will learn how sports function in the business and entertainment industries and interact with philanthropic entities. Sport management students will become familiar with the complexities of the competitive sport industry and develop strategies for personal and organizational success.

Clarke also provides VIP treatment to students. There will be plenty of individual attention and hands-on opportunities – contests and in-game promotions, time-out trivia, post-game interviews, social media coverage, sports talk radio broadcasts, PA announcers, statisticians, and tours of local sports facilities.

GLOBAL BUSINESS IMMERSION

Each year, business and sport management students have an opportunity to participate in global trips to study the cultural, social, economic, and sporting aspects of other countries. Trips sponsored by the Business Department have included travel to Italy, Switzerland, France, Spain, Portugal, Australia, and New Zealand.



\$498 billion

Approximate worth of the sport industry in the United States.



13%

Projected annual growth of the sport industry through 2026.



\$90,930

According to the 2018 U.S. Bureau of Labor Statistics, the median national yearly salary for sports agents.

ADMISSIONS OFFICE
(563)588-6316
admissions@clarke.edu



ARIEANNA ACCIDENTALE
Sport Management & Business Administration '20

COOL CLASSES

SPORT MARKETING & COMMUNICATION — You'll have the opportunity to develop original marketing plans and promotional videos for athletes, coaches, and teams.

GLOBAL PERSPECTIVES IN SPORT — This class provides future sport managers with a broad understanding of how sport is implemented and managed throughout the world.

FINANCING SPORT ORGANIZATIONS — Students will assess and implement fundraising and sponsorship plans, as well as develop all aspects of a golf fundraiser.

PRETTY SWEET JOBS

Pursuing a degree in sport management prepares students for exciting careers in the global sport industry, and many other areas, including:

- Advertising Agent
- Athletic Conference Director
- Athletic Director
- Broadcaster
- Coach or Manager
- Community Relations Director
- Compliance Coordinator
- Event Manager
- Facility Manager
- Golf Course Manager
- Health Club Manager
- Management and Marketing for Major and Minor League Franchises
- Media Relations Director
- Public Relations Director
- Sports Information Director
- Sports Promoters
- Sports Official
- Team General Manager



LEARN MORE!

clarke.edu/academics/sport-management



Clarke

UNIVERSITY