

# Mark H. McCormack Department of Sport Management

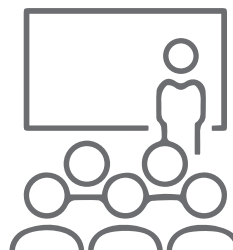


## STUDENT PROFILE

**RANKED**

**#1**

Public Undergraduate  
Business Program in the  
Northeast by *U.S. News  
& World Report*, 2023  
(seven years running)



Sport Management majors  
take required courses that  
improve their career readiness

- SPORTMGT 210: Intro to Sport Management
- SCH-MGMT 310: Management Communication

### SPORT MANAGEMENT IN THE CLASSROOM

#### SELECTED COURSEWORK

- Sport Marketing
- Sport Event Management
- Sport Leadership
- Sport Finance & Business
- Sport Labor Relations

#### POPULAR DOUBLE MAJORS

- OIM, Finance, Marketing
- IT Minor

#### RESEARCH OPPORTUNITIES

- Know Rivalry Lab
- Laboratory for Inclusion and Diversity in Sport

#### PROFESSIONAL ORGANIZATIONS

- Alliance for Sport Business
- Association of Diversity in Sport
- College Sports Information Directors of America
- International Facility Management Association
- Women Leaders in College Sports
- Women in Sports & Events

#### SKILLS

- Data Analytics
- Sponsorship Activation
- Digital & Social Media Marketing
- Brand Management
- Promotion and Sales
- Salesforce

#### INDUSTRY ENGAGEMENT

- McCormack Leaders Forum
- Sport Management Career Fair
- Sport Industry Alumni Network

#### STUDENT CLUBS

- Association of Diversity in Sport (ADS)
- McCormack Student Leaders Club
- McCormack Strategy & Analytics Club
- Women in Sport Management (WISM)

### SPORT MANAGEMENT IN THE WORKFORCE

#### AVERAGE STARTING SALARY

**\$42,200**

25TH - 90TH  
STARTING  
SALARY  
PERCENTILES

**\$27,240  
TO  
\$64,300**

**80%**

of Sport Management  
graduates seeking employment  
accept a job within  
six months of graduation



#### TOP TITLES

- Allocation Analyst
- Business Development Consultant
- Assistant Regional Director
- Customer Relationship Advocate
- Director of Events
- Group Sales Executive
- Inside Sales Representative
- Junior Account Manager
- Marketing Associate
- New Business Associate
- Operations Manager
- Outside Sales Representative
- Sports Properties Assistant

#### HIRING COMPANIES



Office of  
Career Success

University of  
Massachusetts  
Amherst