Mark H. McCormack Department of Sport Management

STUDENT PROFILE

RANKED #1

Public Undergraduate Business Program in the Northeast by *U.S. News & World Report*, 2024 (eight 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 Finance
- Sport Law
- Sociology of Sport
- Sport & Digital Media
- Sport Sponsorship Strategy

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

POPULAR DOUBLE MAJORS
- OIM, Finance, Marketing
- IT Minor

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

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

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

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
$50,267

25TH - 90TH STARTING SALARY PERCENTILES
$38,400 TO $66,500

97% of Sport Management graduates seeking employment accept a job within six months of graduation

TOP TITLES
- Business Intelligence Associate
- Client Services Coordinator
- Customer Experience Associate
- Customer Relationship Advocate
- Director of Events
- Group Sales Executive
- Inside Sales Representative
- Marketing Associate
- New Business Associate
- Operations Manager
- Outside Sales Representative
- Regional Scouting Coordinator
- Sports Properties Assistant

HIRING COMPANIES

Mets · MONUMENTAL Sports & Entertainment · Boston Bruins · KRAFT Sports + Entertainment · USA · Detroit Pistons · Octagon · Learfield|IMG College · SPONSORUNITED · WASSERMAN · FENWAY SPORTS GROUP · Washington Commanders · BROOKLYN Sports & Entertainment · PGA TOUR · DRAFTKINGS · EY · TJX · DELL Technologies