

CAREER GUIDE – SPORTS BUSINESS

Jobs for students with Sports Business majors are found in local and national sports teams, sports retail and manufacturers, sports and entertainment media, government and nonprofit, and sports and entertainment marketing and management companies.

Career To Do List

First Year



- Take MGMT 1200, Career & Professional Development in your first or second semester

Sophomore



- Select classes and projects that will help you build your knowledge and experience.
- Work with BCC on your resume and LinkedIn profile
- Explore career options with BCC and determine knowledge/experience gaps so you can fill them in your Junior and Senior years

Junior



- Take Sports Business and business classes that will build on your career plan
- Fine-tune your resume with new project experience and attend a BCC Workshop
- Attend Career Fairs and Employer Spotlights; apply for internships (some summer internships are filled by December). Do not procrastinate
- Apply for a student club committee and help organize an event

Senior



- Consider an additional internship and fill experience gaps with academic projects
- Keep your eye on job postings and target employers and roles
- Update your resume and LinkedIn profile. Attend an Interview Prep Workshop, Employer Spotlights, and Career Fairs – develop your network and refresh your connections
- Apply for a student club leadership role; benefit from the experience and networking

ADDITIONAL SPORTS & ENTERTAINMENT CAREER INFORMATION

IN DEMAND SKILLS

Business Writing – Professional emails, reports, presentations – ‘business writing’ not ‘academic writing’

Presentation Skills – Confident, concise, and professional

Continuous Learning – Self-motivated approach to staying current in your field

Strong MS Excel, Word, and PowerPoint Skills; deliverables need to have well written content and also look professional

Marketing Skills – Knowledge of marketing concepts and social media is important in many careers related to Sports Business

COLORADO SPORTS & ENTERTAINMENT COMPANIES

Teams – AEG, Colorado Rockies, Denver Broncos Football Club, Kroenke Sports

Retail & Manufacturers – Gaiam, Spyder Active Sports, Yeti, Pearl Izumi, Never Summer

Media – AXS, Comcast Media Center, Live Nation, Root Sports, Starz

Government & Non Profit – Denver Arts & Venues, DCPA, Colorado Office of Film, TV, & Media

Ski Resorts – Aspen, Copper, Keystone, Breckenridge, Vail, Winter Park

Preparation is Key to Career Success

Academic

Take great classes and complete projects in your area of emphasis. Work with your Academic Advisor to make sure you are on track.

Internships

Business internships will help you gain skills and get a great job when you graduate.



Career Prep

It is important to learn how to excel in the job search process. It will help you get the job you deserve and will help you throughout your career. Your first job will not be your last job.

MANAGEMENT CLUBS

CU Denver Business School – Sports Business Club (Highly Recommended)
Or join any of the 14 student clubs at the Business School.

SPORTS BUSINESS JOB TITLES – EARLY CAREER

Athletics Specialist
Corporate Communications Associate
Corporate Sponsorship Associate
Partnership Marketing & Media Sales
Customer Service Representative
Data & Ticket Analytics Associate
Digital Commerce Analyst
Digital Data Associate
Digital Strategist – Marketing
Event Services Coordinator
Events Manager
Food | Beverage | Event Staff
Game Night Assistant
Group Event Facilitator
Group Sales Associate
Guest Relations or Services Associate
Media Relations Associate
Membership Services Associate
Retail Sales Associate
Ticket Sales Associate

SPORTS BUSINESS EMPLOYERS

Sports Teams
Sporting Goods Retail and Manufacturers
Sports & Entertainment Media
Sports & Entertainment Government Agencies
Sports & Entertainment Nonprofits
Sports & Entertainment Marketing Agencies
Sports & Entertainment Management Companies
Corporations



BUSINESS SCHOOL
BUSINESS CAREER
CONNECTIONS