

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.

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

ADDITIONAL SPORTS & ENTERTAINMENT CAREER INFORMATION

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

TAKE ADVANTAGE OF LINKEDIN LEARNING

(AVAILABLE FREE IN UCDAACCESS) TO INCREASE YOUR KNOWLEDGE OF CONCEPTS AND IN-DEMAND SKILLS.

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