

Sports Management

Degrees: Bachelor of Arts in Sports Management

Sport management as an academic discipline has seen its inception and rapid development occur in the last 40 years. During that time curriculums have shifted from a basis in physical education to specific focuses rooted in business, economics and communications. As the sport industry has evolved into a global marketplace, so too must the academic courses of the field to properly prepare students for the world of work. These opportunities range from community groups through all grades of school systems, into colleges and universities and reach professional sports. Recreation is now a serious business and requires management. Like wise, the increasing interest in health/wellness and the increased media surrounding professional sports is providing career and entrepreneurial opportunities for qualified graduates.

A degree in sport management will prepare graduates for jobs in seven main career fields:

- Professional sport management
- Event and facility Management Marketing
- Fitness Management
- Sporting Goods Management and Sales
- Sports Media
- Athletic Administration
- Community recreation, voluntary organizations e.g.YMCA, Boys and Girls Clubs of America

Full Time Faculty:

Dr. Mark Bagshaw, Professor
Dr. Gregory Delemeester, McCoy Professor
Dr. James Falter, CFA, CFP @ Associate Professor
Grace Johnson, CMA, CPA, McCoy Professor
Dr. Jacqueline Khorassani, Associate Professor
Debbie Lazorik, Associate Professor
David Mead, CPA, Associate Professor
Dr. Sidney Potash, Professor
Dr. Michael Taylor, McCoy Professor

Sample Courses:

Business & Economics Department Core
Sports Management
Sports Facility/Event Management
Economics of Sports
Sport Law

Facilities: The Dyson Baudo Recreation Center (DBRC) opened on the Marietta College campus in 2003 and contains:

- an indoor track that encircles four multipurpose courts,
- a crew training facility,
- a fitness center,
- two racquetball courts,
- a wheelchair-accessible weight room,
- a multipurpose room and
- a two-story climbing wall.



Sample Internship Opportunities:

Marietta and Parkersburg Country Club
Marietta and Parkersburg YMCA
Marietta Public Schools
Marietta Parks and Recreation
Marietta Aquatic Center
Columbus Crew
Columbus Clippers
Nationwide Arena
Wild Things – Frontier League Baseball
Philadelphia Phillies, Philadelphia Flyers - Minor League Baseball
Akron Racers – professional softball
Daytona Speedway



Career Outcomes, Sports Management Minors at MC (the major began in Fall 2010)

Owner Operator C-Side Sports Academy LLC
PGA, Wellness
Director of Volunteer Services, Fleet Seats Sports
Marketing Manager, Philadelphia Flyers, NHL
Chicago White Sox, MLB
Director of Media Relations for Professional Minor
League Baseball
Assistant Football Coach, Ohio University
Sports Information Director, Marietta College
Marketing, NASCAR
President, Daytona International Speedway
Voice of the Carolina Panthers, NFL Broadcast
Fox TV, Pittsburgh Pirates

Testimonial:

My experience at Marietta College as both a student in a liberal arts curriculum and an athlete at a Division III institution was paramount in preparing me for a career in intercollegiate athletics. Although my career path has shifted from coaching to academic support and athletics administration; a fundamental understanding gained from courses in which I enrolled during my time at Marietta College to complete a minor in Sports Management, has given me the knowledge essential for successful navigation of a fast-paced, high stress and diverse environment that is inherent in the world of sport. In response to the growing field of sports management and its unmatched revenue generating opportunities, I believe there is significant merit in offering an undergraduate degree in the area of Sports Management. In spite of the current global economic turmoil, the sport industry continues to grow; thereby sustaining a market for talented, hard working and well educated students. Offering an undergraduate degree in Sports Management is an unmatched opportunity for Marietta College to contribute to the global sport industry by educating well rounded students who will make significant contributions in their endeavors. While foundational courses provided a framework of understanding into the world of sport, an entire curriculum of Sport Management would serve to benefit any student wanting to enter athletics through a myriad of avenues from facility management and development to coaching and administration by providing specific coursework in all areas essential to athletics and the world of sport.

Alison Ruff '04

Magna cum Laude

B.S. Mathematics

Minor: Sport Management

M.Ed (thesis to be completed) Grand Valley St- Higher Education Administration

Assistant Director, Academic Support for Student-Athletes, North Carolina State University