

## WHAT WILL I LEARN?

Business Communications  
Business Data Analysis  
Business Information Systems  
Business Statistics & Calculus  
Diversity & Inclusion  
Finance & Operations Management  
Management Theory  
Marketing  
Micro & Macroeconomics  
Personnel Management  
Sociology of Sport  
Sport Law  
Sport Leadership  
Sport Marketing  
Sport Policy

## JOB TITLES

Arena Manager  
Athletic Director  
Box Office Manager  
Broadcast Analyst  
Communications Specialist  
Community Relations Coordinator  
Creative Services Director  
Digital Media Manager  
Director of Finance  
Director of Licensing  
Event Manager  
Game Day Operations Manager  
Game Marketing Coordinator  
General Manager  
Group & Suite Sales Account Manager  
Human Resources Consultant  
Information Technology Analyst  
Legal & Compliance Consultant  
Marketing Consultant  
Media Relations Manager  
Merchandise Account Representative  
Sales Associate  
Security Director  
Social Media Manager  
Sponsorship Account Manager  
Sponsorship Sales & Activation Associate  
Talent Scout  
Ticket Sales Manager  
Web Content Developer



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## TECHNICAL SKILLS

Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
CRM: DigiDeck, Salesforce  
Data Analytics & Pricing: Tableau  
Microsoft Suite  
Social Media Platforms  
Statistical Computing: R, Python  
Ticketing Software: Archtics

## DESIRED SKILLS

Analytical  
Attention To Detail  
B2B Sales  
Budget Management  
Communication  
Creative & Innovative  
Critical Thinking  
Customer Service  
Decision-Making  
Emotional Intelligence  
Lead Generation, Negotiation & Closing  
Leadership  
Metrics & Deadline Driven  
Operational Planning  
Presentation Skills  
Problem-Solving  
Project Management  
Relationship Management  
Research & Investigative  
Strategic Thinking  
Written Communication  
Team Oriented  
Time Management

## CERTIFICATIONS

Google AdWords  
Google Analytics

## POTENTIAL EMPLOYERS

The Aspire Group  
Australian Baseball League  
Barclay Center  
Big 10 Conference  
Brooklyn Sports & Entertainment  
Comcast-Spectacor  
Creative Artists Agency  
CSM Leaddog  
Deloitte  
DraftKings  
ESPN  
Ethos Group  
EY  
Harris Blitzer Sport & Entertainment  
IBM  
Ideal Marketing  
IMG Agencies  
KPMG  
Kraft Sports Group  
Liberty Mutual  
MassMutual  
Major League Baseball  
Major League Soccer  
MKTG  
Monumental Sports  
National Basketball Association  
National Collegiate Athletic Association  
New Balance  
New England Revolution  
National Football League  
National Hockey League  
Octagon  
Oracle  
PGA Tour  
PwC  
PUMA  
Reebok  
Rugged Races  
Scout Sports & Entertainment  
Spartan Races  
Special Olympics  
Spectra Venue Management  
Staples Center  
Tokio-Marine HCC  
Turnkey Intelligence  
Under Armour  
United States Olympic Committee  
Wasserman



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## INDUSTRIES

Arena Management  
Athlete Representation  
Corporate Marketing  
Data Analytics  
Digital Marketing  
Event Management & Promotions  
Facility Management  
Financial Services & Insurance  
Fundraising and Development  
Information Technology  
Public Relations  
Real Estate  
Retail Management  
Sales  
Social Media Marketing  
Sport Competitions & Tournaments  
Sport Economics  
Sport Journalism  
Sponsorship Marketing  
Sport Marketing  
Sporting Apparel  
Talent Agency  
Team Sports (Professional, Minors, Recreational)  
Travel & Tourism  
University Athletics

## INDUSTRY ASSOCIATIONS

Alliance for Sport Business  
Association of Diversity in Sport  
College Sports Information Dir. of America  
International Facility Mgmt Association  
Nat'l. Assoc. of Collegiate Dir. of Athletics  
Sports Business Solutions  
Teamwork Online  
Women Leaders in College Sports  
Women in Sports & Events