

B.A. Sport Management | Major Map

2022 GRADUATE CAREER OUTCOMES

Based on information from 100% of graduates

100% Secured Employment

100% Admitted Into Graduate School or Professional Program

POPULAR CAREERS

- **Amateur Athletics:** coach, recruiter, ticketing & sales manager, student-athlete affairs official
- **Facilities & Event Management:** event planner, real estate & property manager, field maintenance worker
- **Professional Teams & Leagues:** player agent & representative, stadium operations manager
- **Sports Merchandising:** product developer, sales representative, product distributor, brand agent
- **Leisure & Fitness:** programmer, travel planner
- **Sport Media:** journalist, broadcaster, photojournalist, advertisement agent, sport publicist
- **Sports Analytics:** sports data analyst, research analyst

POPULAR EMPLOYERS

Colleges & universities, youth sport organizations, training centers, stadiums, arenas, golf courses, professional sports leagues, online sport retailers, ski resorts, country clubs, newspapers, magazines, hotels, player alumni associations, recreational facilities

SIGNATURE EXPERIENCES

• Internships

- Augustana Athletics: game day promotions, compliance, marketing & fan engagement
- Sanford Pentagon
- Sioux Falls professional teams — Canaries, Skyforce, Stampede or Storm
- The Sanford International
- Work with local high school athletic directors

• Example Research Topics

- Study of Sports & Gender Stratification
- Differences Among Leadership Approaches
- Risk Management in Professional Football

• Study Away

- AU Faculty-Led: Outdoor & Cultural Adventures in Costa Rica
- Browse the list of current offerings at augie.edu/StudyAwayPortal, and contact the IPO to discover opportunities related to your vocational goals.



WHY STUDY SPORT MANAGEMENT?

The sport management major is an interdisciplinary program designed to provide students with a solid foundation for work in this multi-faceted field. The curriculum includes coursework that covers concepts in communications, business, writing and sports administration. Students will also gain valuable practical experience through on- and off-campus internships.

FIRST YEAR

MIDDLE YEAR(S)

LAST YEAR

EXCEL ACADEMICALLY

- Review SOPHIA and program requirements with your academic advisor.
- Review your degree audit report, and create a plan of study in Academic Planner.
- Enroll in PE 210 and ACCT 207.
- Participate in FYS 112 to confirm your major, hear from upper-level students about signature experiences and chart a personalized plan for your engagement.
- Choose or confirm your major(s) or minor(s).

- Explore minors or elective credits that interest you.
- Enroll in PE 215, JOUR 215, BSAD 310, BSAD 320, COMM 350 and COMM 365.
- Complete your on-campus internship with PE 395.
- Contact the Student Success Center to declare any second majors or minors.

- Apply to graduate no later than Oct. 1, and review the degree audit provided by the Registrar's Office.
- Enroll in COMM 350 and PE 313, as well as remaining upper-level BSAD electives.
- Complete your off-campus internship with PE 495.
- Consider earning the Master of Arts in sports administration & leadership (MSAL) at Augustana.

ENGAGE & APPLY YOUR LEARNING

- Access your Viking Central account.
- Participate in campus clubs and organizations such as Recreational Services, SKOL, Student Athletic Advisory Council and the Business Club.
- Explore study-away opportunities at the study-away fairs.
- Create an account in Augie Opportunities.
- Write for *The Augustana Mirror* and/or the *Edda* in the sports section.

- Attend the Sophomore Retreat.
- Engage in campus leadership, internships, service and relevant summer employment.
- Connect with employers who offer internships at the BIG (Business, Industry, Government) Career Fair
- Participate in the alumni mentor program.
- Earn the Diversity Advocate Certificate.
- Apply for Knight Internship Funds and ASA transportation funds. Pursue elite fellowships.

- Take standardized exams (e.g., GRE, GMAT), and share your application to graduate or professional schools with your advisor and CAP specialist for feedback.
- Attend the BIG (Business, Industry, Government) Career & Internship Fair.
- Continue to connect with alumni.
- Participate in mock interviews and networking events.
- Complete the career outcome survey to update us of your employment or enrollment in graduate school.
- Join the Augustana alumni community.

CHART YOUR COURSE TODAY!

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School of Business
 Madsen Social Science Center | 605.274.5230