

COLLEGE OF EDUCATION

KINESIOLOGY AND SPORT SCIENCES**SPORTS MANAGEMENT**

The Sports Management Major is a business-oriented program designed for students who desire a career in the business side of sports. Preparation is focused toward employment in professional sport, sport regulatory agencies (NCAA, NAIA, AAU), conference headquarters, athletic departments of division I or II colleges and universities (sports information, development or marketing), and facility management (for example the Alamodome, Kemper Arena and United Center).

Students complete a set of comprehensive courses including sport psychology and sociology, sport law, sport marketing, organization and administration of sport and financing sport, as well as an array of business courses (accounting, finance, advertising and public relations). Students are strongly encouraged to complete an additional six to eight business courses, which would qualify them for a business administration major to complement their Sports Management major. Some of the graduates of this program have taken jobs with the Rocky Mountain Athletic Conference, the Orlando Magic, the United States Olympic Committee, the Tri-City Diesel, Tri-City Storm, the Viaero Center and other locations.

Career Opportunities:

- Sports marketing specialist
- Athlete representation/agent
- Athletic program coordinator
- University athletics administration
- Sports Broadcasting
- Game-day Operations
- Compliance
- Ticket sales
- Sports event planning
- Youth sports organizer
- Coaching and scouting
- Athletic camp manager
- Fund development

Student profile

“I like how we learn different aspects of the sports industry. Many people only see one side of sports and that’s as a fan. There is so much more that goes into one sporting event than just the actual game. It’s fun to see all sides of planning and implementing,” said Anna Queen, a senior from Juniata, Nebraska.

**ANNA QUEEN**

Queen was a transfer student from CCC in Hastings. She talked with an advisor in the sports management program and knew that it was the right fit for her. “I have enjoyed it ever since,” she said.

“One thing I’ve learned is to always be nice and open-minded toward new people. Everyone is so different,” Queen said.

Queen plans to graduate in 2017. After her graduation she plans to work at the Viaero Center, in Kearney, in the ticketing department. “Different courses have taught me how to be professional and what to expect in different roles. Networking and getting to know people in the industry is always helpful in job searching and knowledge of different areas,” she said.

Did you know that...

The KSS department is a multi-disciplinary department with over 500 students in 5 different fields of study.

SPORTS MANAGEMENT

FOUR YEAR CLASS SCHEDULE: BACHELOR OF SCIENCE

The schedule is a guideline for progress toward a degree. Consult with your academic adviser.

<p>Semester 1 (16 credits)</p> <p>ENG 102 Academic Writing/Research GS 188 Portal PE 150 Healthy, Wealthy and Wise MATH 102 College Algebra GS Aesthetics PE 110 Basic Sports</p>	<p>Semester 2 (15 credits)</p> <p>GS Democracy GS Humanities GS Science course (with lab) PE 280 Intro to Sport Management PE 401 Sport Psychology</p>
<p>Semester 3 (15 credits)</p> <p>Science course Social Science course SPCH 100 Fundamentals of Speech GS Humanities PE 402 Sport Sociology (CD)</p>	<p>Semester 4 (15 credits)</p> <p>REC 422 Facilities Social Science course GS 388 Capstone PE 403 Sport Econ Minor course</p>
<p>Semester 5 (14 credits)</p> <p>PE 429 Sport Marketing Minor course (x2) Elective REC 300 Field Experience</p>	<p>Semester 6 (15 credits)</p> <p>PE 425 Legal Aspects (WI) Minor course (x3) Elective</p>
<p>Semester 7 (15 credits)</p> <p>PE 430 Sport Administration Minor course (x2) Elective (x2)</p>	<p>Semester 8 (15 credits)</p> <p>REC 477 Internship Elective (x2)</p>

Degree Options
 Students may major in Sports Management (suggested class schedule shown) or Sports Management Comprehensive. A minor in Sports Management is also available. For more information about the Comprehensive option, visit http://www.unk.edu/academics/hperls/sports_mgmt.php

Traits for Success:

- People skills
- Teamwork
- Communication skills
- Organizational skills
- Outgoing
- A love for sports
- Committed
- Task-oriented
- Ability to lead
- Problem-solving skills

Clubs and Organizations:

- S.A.M. Sports Administration Majors Club

Internship Experience:

The department individualizes the internship as much as possible to meet the goals and interests of the student and is capable of placing students in various locations across Nebraska and the United States. Sports management interns have been placed with:

- Buffalo Bills
- Orlando Magic
- Toledo Mudhens
- Colorado Springs Sky Sox
- Wichita Aeros in minor league baseball
- Rocky Mountain Athletic Conference Headquarters in Denver

YOU CAN BE PART OF THE UNK EXPERIENCE

For more information, contact:

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STUDENT PROFILE – Payton Buckmaster

“I chose to major in sports management because I have always been involved with sports and I was not ready to give it up. Majoring in sports management gave me the opportunity to still be involved in the sports industry for the rest of my career,” said Payton Buckmaster from Smith Center, Kansas. Buckmaster plans to graduate in summer 2017.

“What I like most about the Sports Management program is our involvement on campus and all of the career opportunities that are presented to us. The department has a great relationship with the athletic department and allows sports management majors the chance to receive hours of practical experience in sports. This experience not only looks good on a resume, but it also lets students get a feel for the industry and see if they are compatible with the career,” Buckmaster said. After graduation Buckmaster plans to try for a career in collegiate athletics or the United States Olympic Committee. Buckmaster said that his studies at UNK have given him a great foundation of knowledge.