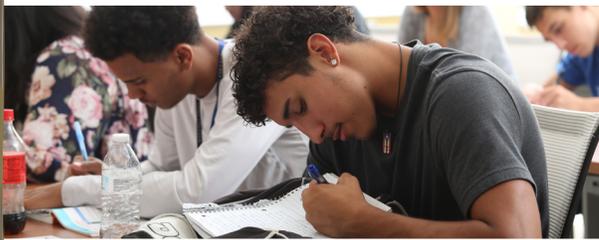


## Department of Business Administration and Accounting:

# Sports Management Track



**THIEL**  
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## Become an integral part of the team.

It takes more than a love of the game to pursue a successful career in sports management. That's why our interdisciplinary sports management program ensures that you not only learn essential business concepts, but also receive the hands-on experience you need to become an integral part of a sports management team.

Best of all, the broad-based liberal arts education you'll receive at Thiel will widen your horizons, cultivate your curiosity, and give you the confidence to think for yourself.

Here's what you can expect from our Sports Management program:

- The knowledge, skills and experience to gain an entry-level position in a sports-related field.
- In-depth studies in business and management principles in both business and sports settings.
- Real-life experience through practicum requirements and internships.

*Easy is not an option. No days off. Never quit. Be fearless. Talent you have naturally.  
Skill is only developed by hours and hours of work.*

Usain Bolt | Olympic Champion

## Sports Management: An in-depth interdisciplinary program designed to meet real-world challenges.

Sports marketing is one of the most competitive careers you can choose. To enter this field, you will need both outstanding business skills and an in-depth understanding of the special challenges the sports industry faces.

At Thiel College, you will learn the business side of sports and get exposure to planning, promoting, financing, sponsoring, marketing, and operating sport events and organizations. You'll also gain practical skills and experience by collaborating with sports industry specialists on real-world projects. Finally, you'll benefit from both the critical thinking skills you'll acquire in our liberal arts curriculum, and the personal attention you'll receive thanks to our small class size.

## Sports Management: A competitive field with big rewards.

There are real opportunities in the field of sports management. The U.S. Bureau of Labor Statistics predicts that job growth in sports management will be faster than average for some areas of the field through 2024\*, and starting salaries currently average between \$35,000 and \$42,000 per year\*\*. However, competition will also be tougher for jobs such as coaches, scouts, sports agents, and sports marketing managers. This means you will need both a superior education and superior skills to succeed in this field.

To complete a business degree on the sports management track you'll take foundational business administration courses, plus:

- Introduction to Sports Management
- Coaching Organization and Administration
- Facilities Management Practicum
- Sports Information Practicum
- Principles of Ethical Leadership

Choose anyone of the following:

- Marketing
- Strategic Management
- Advertising

**Contact an admissions counselor to learn about scholarship opportunities.**

For more information or to apply, visit:

**[www.thiel.edu/academics/departments/business/majors-and-programs/sports-management-track](http://www.thiel.edu/academics/departments/business/majors-and-programs/sports-management-track)**

\*U.S. Bureau of Labor Statistics quoted at [www.allbusinessschools.com](http://www.allbusinessschools.com)

\*\*[www.sports-management-degrees.com/salary/](http://www.sports-management-degrees.com/salary/)

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