The growing emphasis on athletics, coupled with the increasing amount of leisure time the public now enjoys, has made the world of sports one of the fastest-growing segments of American business. The sports industry requires a great variety of people with expertise in business. The goal of this program is to prepare you — using both hands-on and theory-based training — for a career in many areas of sport management and administration.

A laptop computer is required for students entering this degree program. Laptop specifications are available at www.alfredstate.edu/required-laptops.

ADVANTAGES
Students obtain a holistic and in-depth understanding in many areas, such as principles of facility management, the unique aspects of sports marketing, promotions, finance, sport law, media relations, ticket sales, and sponsorship.

DIRECT ENTRY INTO BACCALAUREATE DEGREE PROGRAMS
Alfred State sport management graduates may enter directly into the business administration BBA, the interdisciplinary studies BTech, the sport management BBA, or the technology management BBA program.

CONTINUING EDUCATION OPPORTUNITIES
Students may transfer directly into our four-year sport management program, which results in a BBA degree.

OCCUPATIONAL OPPORTUNITIES
- Professional sports
- College sports
- Minor league sports
- Olympic organizations
- Recreational sport organizations
- Philanthropic sport organizations
- International sport organizations
- Ticket sales
- Sports marketing and promotions
- Sports sponsorship
- Media relations and sports broadcasting
- Sports law and sports agencies
- Facilities and event management

EMPLOYMENT STATISTICS
Employment and continuing education rate of 100 percent – 25 percent are employed; 75 percent continued their education.

RELATED PROGRAMS
Business Administration
Sport Management (BBA)

ENTRANCE REQUIREMENTS/RECOMMENDATIONS
Required: Algebra, Geometry
Recommended: Algebra 2