

EXERCISE SCIENCE: ATHLETIC & MOVEMENT

What can I do with this degree?

AREAS	EMPLOYERS	PREPARATION
<p>SPORTS MANAGEMENT</p> <ul style="list-style-type: none"> • Athlete Representation • Public Relations • Sales • Marketing • Publicity • Promotions • Operations • Event Coordination • Program Coordination • Fund-raising 	<ul style="list-style-type: none"> • Professional teams • Professional athletes • Sport associations (e.g., NBA, PGA) • Arenas • Auditoriums • Stadiums • Colleges and universities • Health clubs • Sport facilities 	<ul style="list-style-type: none"> ❖ Major in sport management or sport administration. ❖ Develop outstanding communication skills, written and oral. ❖ Take courses in marketing, public relations, and advertising. ❖ Pursue a degree in law to aid in negotiating contracts. ❖ Obtain accounting or business skills and experience. ❖ Gain experience with public speaking and sales. ❖ Volunteer to do publicity for campus organizations or local nonprofit groups. ❖ Volunteer to coordinate athletic programs and events for campus organizations or local nonprofit groups. ❖ Write articles or columns for campus or local newspapers. ❖ Join sport-oriented associations and organizations. ❖ Obtain an internship or part-time job with a team or other athletic organization. ❖ Work with minor league or local teams as a way to enter the field and gain experience. ❖ Be willing to work in any capacity to get started.
<p>SPORTING GOODS</p> <ul style="list-style-type: none"> • Store Management • Brand/Product Representation • Product Development • Product Distribution • Marketing 	<ul style="list-style-type: none"> • Sporting goods manufacturers • Sporting goods stores • Exercise equipment manufacturers 	<ul style="list-style-type: none"> ❖ Major in business, marketing, or related field. ❖ Obtain a part-time job or internship in the area of wholesaling or retailing. ❖ Develop excellent communication skills. ❖ Build relationships with coaches, athletic directors, and college equipment/uniform representatives. ❖ Volunteer as a team equipment manager.
<p>SPORTS COMMUNICATIONS</p> <ul style="list-style-type: none"> • Journalism • Broadcasting • Photojournalism 	<ul style="list-style-type: none"> • Newspapers • Magazines • Television stations • Radio stations 	<ul style="list-style-type: none"> ❖ Major in journalism, broadcasting, English, or public relations. ❖ Supplement program with courses in sport management or physical education. ❖ Obtain an internship or part-time job with local newspaper or radio /television station. ❖ Volunteer with college newspaper or radio/television station. ❖ Publish as much as possible in college and local newspapers. ❖ Create a portfolio of published work, both articles and photographs.

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<p>EXERCISE SCIENCE</p> <ul style="list-style-type: none"> • Research • Teaching • Assessment and Evaluation • Program Development • Athletic Training • Health Club Management • Group Fitness Instruction 	<ul style="list-style-type: none"> • Colleges and universities • Sport medicine centers • Hospitals and rehabilitation clinics • Health clubs and fitness centers • Professional teams • Corporate health centers 	<ul style="list-style-type: none"> ❖ Major in exercise science. ❖ Consider professional or graduate school in physical therapy, athletic training or medicine. ❖ Obtain necessary certification such as Certified Group Fitness Instructor, Certified Personal Trainer, or National Athletic Trainer Certification. ❖ Build a strong background in the sciences. ❖ Develop computer skills and familiarity with technology used in the field. ❖ Work in a physical therapy clinic, health club or gym to gain experience and make contacts. ❖ Volunteer to work with college or high school sport teams. ❖ Volunteer to run exercise programs for local, nonprofit organizations. ❖ Consider working with manufacturers of exercise equipment or nutritional supplements to learn more about the field and make contacts. ❖ Develop excellent interpersonal skills for working with clients, coaches, and team physicians. ❖ Maintain excellent personal fitness and athletic proficiency.
<p>COACHING</p> <ul style="list-style-type: none"> • Professional Coaching • High School Coaching • College Coaching • Private Coaching 	<ul style="list-style-type: none"> • Professional sport teams • Colleges and universities • High schools • Recreational organizations or leagues (e.g., YMCA) • Country clubs • Racket clubs • Resorts • Cruise Lines • City parks and recreation departments 	<ul style="list-style-type: none"> ❖ Consider majoring in exercise science, sport management, or physical education. ❖ Obtain teacher licensure for high school coaching opportunities. ❖ Gain extensive, advanced playing experience. ❖ Maintain current CPR and first aid certifications. ❖ Gain additional knowledge in areas of strength training, fitness, nutrition, and conditioning. ❖ Learn about and practice motivational techniques. ❖ Become familiar with legal and regulatory issues related to coaching (e.g., NCAA regulations). ❖ Volunteer to coach neighborhood, church, and community teams. ❖ Attend practices of teams at various levels to observe coaches' techniques. ❖ Serve as a referee or umpire. ❖ Seek a graduate assistant position in athletic administration, instruction, or coaching. ❖ Obtain an assistant and then head coaching position at the university level to increase possibility of progressing to the professional level.

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LINKS

[Sports Careers](#)

[Exercise Jobs.Com](#)

[Association for the Advancement of Applied Sports Psychology](#)

[What is an Athletic Trainer?](#)

[Athletic Trainer.Com](#)

[National Athletic Trainers' Association](#)

[NCAA](#)

[American Physical Therapy Association](#)

[Online Sports Career Center](#)

[Sports Medicine Jobs](#)

[Sports Medicine.Com](#)

[Athletes, Coaches, Umpires, and Related Workers from the Occupational Outlook Handbook](#)