Strategies for Success

- Gain experience through volunteering, completing a practicum, doing internships, and working in a sports program.
- Develop a strong work ethic, as professionals will regularly work 10+ hour days in this field.
- Be flexible. This may mean being willing to relocate, it may mean working for a local parks and recreation department, or it may mean accepting a low beginning wage and supplementing income with another part-time job in order to gain invaluable experience in the field.
- Get involved with intramural sports and volunteer with local recreational and middle/high school teams.
- Use summer and winter breaks to officiate sports and coach at youth sports camps/clinics.
- Networking is a must. Use winter and summer breaks to reconnect with high school coaches.
- Think outside of the box. With Sport Management, there are opportunities at the high school level, collegiate level, semipro level, and professional level as well. Additionally, there are often opportunities overseas. Another great alternative is working with major brands (brands such as Nike, Under Armor, Adidas, etc.) whose target audience is athletics.
- Consider supplementing a Sport Management major with further studies in a specialized area, such as Finance to work in fundraising, Global Studies to do missions, or Public Relations to work within a communications department.
- Research career paths to see if further education will be needed. For instance, if working as a sports agent is the goal, one will need to become certified, and often must attend law school.

Holland Codes

The Holland Code system is designed to connect individuals with the career field that best fits their personality. The system scores the test taker on six separate scales: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C). The two or three highest scores represent an individuals’ strongest attributes. Here are a few examples of positions associated with this major:

- Coaches/Scouts (SRE)
- Sports Agents (ESC)
- Public/Media/Community Relations (EAS)
- Game Operations (ECS)
- On-Air Personality (AES)
- In-GameProductions (ECA)
- Athletic Director (SER)

The FOCUS 2 Career Assessment utilizes these Holland Codes and is a free resource to Liberty students. Customized with Liberty’s majors, assessment results are matched to career options and majors offered at Liberty. To access this free resource visit Liberty.edu/Focus2.

Resources

On-Campus and Local Resources

- Access the Christian Service page to see where other students have served. Some areas include:
  - Liberty University Athletics Academic Services
  - Athletic Communications
  - Sports Medicine/Athletic Training
  - Special Athletic Projects
  - Various sports teams (Basketball, Baseball, Wrestling, Soccer, Hockey, Etc…)
  - Local missions and camps
  - YMCA
  - Special Olympics
  - Lynchburg Parks and Recreation

- Attend department sponsored trips/networking events

Online Resources

Visit the website of the following organizations:

- TeamworkOnline
- Work In Sports
- Sports Business Journal
- Sports Industry Networking and Career Conference
- Women’s Sports Foundation
- Sports Careers

The Washington Fellowship

Consider spending a semester doing an internship with The Washington Fellowship. Potential internship sites may include Washington Capitols, Washington Wizards, Washington Redskins, and The Verizon Center, among others. To learn more, visit: Liberty.edu/Washington.

Sample Resumes

For a variety of sample resumes visit the Liberty University Career Center.