Sport and Leisure Management

The diverse Sport and Leisure Management curriculum prepares students with the skills essential to enter careers in marketing, ticket sales, facility operations and other administrative positions in a constantly evolving sport and leisure marketplace. Graduates have secured employment with teams, facilities, events, collegiate athletic departments, governing bodies, corporate sport marketing departments, sport marketing agencies, and in community recreation.

The University of Memphis Sport and Leisure Management program is excited to announce its merger with the Kemmons Wilson School of Hospitality and Resort Management. Read more about it here.

Degree Programs

- Bachelor of Science in Sport and Leisure Management (B.S.Ed.)
- Master of Science in Sport Commerce (M.S.)
- Master of Science in Sport Commerce (Online M.S.)

Sport Marketing Association

- Sport Marketing Association

CAREERS

The fundamental purpose of all student internships supported by Sport & Leisure Management at The University of Memphis is to provide students with growth and development opportunities in a field-based setting under the direct supervision of a qualified professional that necessitate application of knowledge and competencies acquired during course work, and demanded in their chosen professional field. Upon completion of required internships, students should be able to make the transition from student to professional and function at an optimal level of competence in their professional career. For information regarding internships please click here.

A degree in Sport and Leisure Management provide the foundation for students to pursue a variety of career options as illustrated by the examples below.

Arena Operations Manager
In the Sport and Leisure Management program, you will learn the skills necessary to pursue a career in arena operations management. An arena operations manager works alongside the facility director by directing personnel, facility scheduling, maintenance, and game management.

**School Athletic Director/League Director**

Supervising a school athletic program or youth league includes responsibilities such as hiring, supervising, and evaluating coaches; determining departmental/league budgets; determining and verifying game scheduling and athlete eligibility. A degree in Sport and Leisure Management can prepare you for this career.

**Sport Sponsorship Manager**

With a degree in Sports and Leisure Management, you can pursue a career in the fast paced world of Sport Sponsorship Management. This career puts you in contact with the "movers and shakers" of the biggest brands and rights holders in the country.

**Ticket Sales Manager**

Ticket sales are a huge revenue generator for most major organizations and teams. By pursuing a career as a ticket sales manager, you would take on the responsibilities of designing the ticket plan, setting the ticket prices, coordinating all ticket sales operation and be responsible for generating revenue and customer service. A degree in Sport and Leisure Management can prepare you for this career.

**Sports Information Director**

A degree in Sports and Leisure Management provides you with the skills necessary to pursue a career as a sports information director. As a Sports Information Director, you will be intimately involved with the most exciting features of the university sports programs.

**Athletic Compliance Director**

With a career in compliance you will ensure the university is in full compliance with NCAA legislation, monitor the recruiting process and the initial eligibility of athletes being recruited, monitor athletes' eligibility and satisfactory progress towards their degree, assist with the
development of a comprehensive compliance program including rules, education for student-athletes, coaches and administrators.

**Marketing Director**

With a degree in Sport and Leisure Management, you can pursue a career as a marketing director. Marketing directors are responsible for variety of tasks that help the organization accomplish its mission, including promoting various sport products, generating fan support, and identifying potential corporate sponsors.

**Life Skills/Academic Services Coordinator**

Are you interested in helping student athletes excel off the field? A career in Life Skills enables you to help student athletes prepare for life outside of athletics. Get them on the right path to succeed during and beyond their collegiate career.

**Event Director**

Ever wonder how things operate so smoothly at different venues? It's because there's an event director present at the facility. Event directors are the point of contact during the games or shows and they supervise a full staff of ushers, police officers, emergency medical technicians, and more to help consumers enjoy their experience.

**Group Ticket Salesperson**

Group salespeople are responsible for selling large blocks of tickets to charity organizations, corporations, schools, and other parties. This entry-level position is great if you want to get your foot in the door in the sports industry.

**SPORT MARKETING ASSOCIATION**

- Brings together industry professionals, academicians, and students in the area of sport marketing
- Focuses on the student driven initiatives
- Provides a forum for interaction and exchange of ideas, endeavors, and experiences in the field of sport marketing
- Dedicates itself to providing its members with the latest news, research, and information in the area of sport marketing
- The chapter provides unique networking opportunities with other students, academicians and professionals in the sport industry

**Officers**

- President - Chelsea Bullock
- Faculty Advisor - Dr. Cody Havard

**Student Testimonials**

“My time as a student in the Sport Commerce graduate program was a knowledge enhancing experience that I would absolutely recommend to any student. As I discovered, the curriculum prepares students for a wide range of careers not only in sport, but many other industries also. My writing and presentation skills, as well as my general knowledge of the industry, have been greatly improved through this program. The professors are very knowledgeable in the field and are driven by the success of their students, which is evident in their clear interest and willingness to help in every student’s future career. I truly enjoyed my experience as a student and graduate assistant at The University of Memphis.”

*Chelsea Bullock, MS 2014*

"The UofM Sport Commerce graduate program has been a complete career changer for me. It has allowed me the opportunity to learn the academic side of what it takes to work in sport, as well as the professional aspect from my experience working in the Memphis Athletics Marketing Department. The connections that I established, along with the skills and experience I gained here, are the perfect combination that will allow me to be successful in this career."

*Brynn Conapitski, MS 2012*

"The University of Memphis Sport and Leisure Commerce program was a wonderful experience for me. I was able to learn from some amazing professors. It helped me gain more insight into working in intercollegiate athletics. Long term, I would like to be an athletic director. The program allowed me to learn about so many different facets of the sport industry. The faculty and staff in the department were amazing and very helpful during my time at Memphis."
Zachary Lane, MS 2012

"My time at the UofM prepared me very well for my appointment, having had the opportunity to be a Tiger student-athlete and the opportunity to learn from quality instructors in the sport management field provided me hands-on, practical experience. The professors in sport management took great pride in teaching us the core principles, and really took the time to ensure we were learning and growing as students. The opportunities available with the Memphis sport community provided me with hands-on experience that I was able to take and apply in my career, along with class discussions."

Ryan Ivey, MS 2010