



# **Myths and Realities: What Employers in the Sport Industry Look For**

**Mary A. Hums, PhD**

Associate Professor  
**University of Louisville**  
**Sport Management Program**

Research Fellow  
**Northeastern University**  
**Center for Sport in Society**  
**Disability Sport Research Initiative**





## **Scope of the industry**

**A. The sport industry is valued at \$213 billion (Sport Business Journal, 2000)**

**B. What went into this number?**



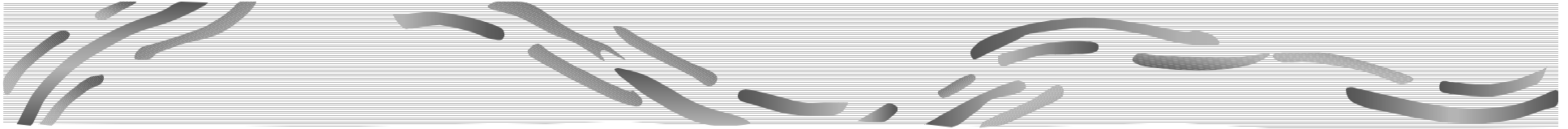
## What went into this number? (1999 values)

<b>Travel</b>	<b>\$44.47B</b>	<b>Media broadcast rights</b>	<b>\$10.23</b>
<input type="checkbox"/> <b>Advertising</b>	<b>\$28.25B</b>	<input type="checkbox"/> <b>Sponsorships</b>	<b>\$5.09B</b>
<input type="checkbox"/> <b>Equip/Apparel/Footwear</b>	<b>\$24.94B</b>	<input type="checkbox"/> <b>Medical treatment</b>	<b>\$4.10B</b>
<input type="checkbox"/> <b>Spectator sports</b>	<b>\$22.56B</b>	<input type="checkbox"/> <b>Facility</b>	<b>\$2.49B</b>
<input type="checkbox"/> <b>Team operating</b>	<b>\$19.23B</b>	<b>construction</b>	<b>\$2.12B</b>
<b>expenses</b>		<input type="checkbox"/> <b>Publications/videos</b>	<b>\$2.12B</b>
<b>Gambling</b>	<b>\$18.55B</b>	<input type="checkbox"/> <b>Endorsements</b>	<b>\$730M</b>
		<input type="checkbox"/> <b>Internet</b>	<b>\$300M</b>
<b>Licensed goods</b>	<b>\$15.10B</b>		
<input type="checkbox"/> <b>Professional services</b>	<b>\$14.03B</b>		



## **Industry segments**

- A. Professional sport**
  - B. Intercollegiate athletics**
  - C. Facility management**
  - D. Recreational sport**
  - E. Sporting goods**
  - F. Health/Fitness**
  - G. Youth sport**
  - H. Sport for people with disabilities**
  - I. Event management**
  - J. International sport**
- 



## **Positions in the sport industry**


**A. See handout**





## **Breaking into the industry**

### **Facts – The reality of the sport industry job marketplace**

- 1. Very very competitive!**
  - 2. Employment opportunities vary by industry segment**
  - 3. Sport industry jobs are not glamorous and exciting**
  - 4. Sport industry jobs do not pay well**
  - 5. It's not what you know it's who you know IT'S WHO KNOWS YOU!!**
- 



## **How do I get in the door?**

- 1. K - Knowledge**
  - 2. E - Experience**
  - 3. Y - Your hard work**
  - 4. S – Skills**
- 



# Knowledge

## 1. Academic

- a. Undergrad required
- b. Master's sometimes preferred
- c. Majors
  - a. Sport Management
  - b. Business
  - c. Communication
  - d. Journalism

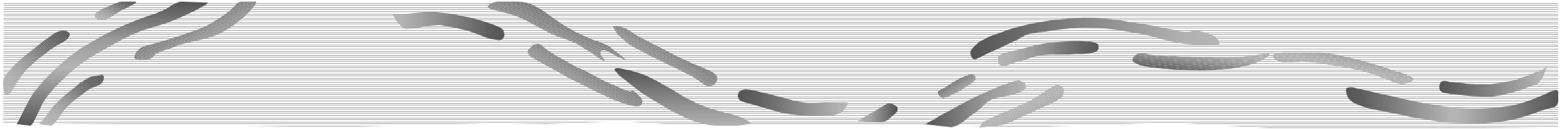
## 2. Industry

- a. read trade journals
  - b. informational interview
- 



## **Experience**

- 1. Volunteer**
  - 2. Internship, internship, internship**
  - 3. Develop transferable skills**
- 



## **Your hard work**

- 1. Know yourself/Be yourself**
- 2. Do your homework**
- 3. Put together professional materials**
- 4. Have a strong spirit!**





## **Skills**

- 1. Initiative**
- 2. Communication-oral/written skills**
- 3. Organizational skills**
- 4. Knowledge of industry segment**
- 5. Ability to work in groups**
- 5. People skills**
- 6. Managing technology**
- 7. Managing diversity**

**To be a supervisor, you have to have  
SUPER VISION!**





## **Why the sport industry?**

- 1. Identification with the sport organization**
  - 2. See the result of hard work when people enjoy the product**
  - 3. We love sport!**  
**(Caution: Loving sport is not enough. It will not get you a job in the industry. You have to be a MANAGER, not a fan.)**
  - 4. If you love working with people, working long hours, and working in a sport environment –you’re in the right place!**
  - 5. Good people get good jobs!**
- 