

SPORT MANAGEMENT

Minnesota State Mankato's Sport Management Program is the oldest in the Midwest. Over the years, it has evolved into a nationally recognized program with a strong tradition of academic excellence and applied hands-on learning experiences. Currently, the program has the greatest number of Human Performance undergraduate and graduate students of any program within the department. The curriculum meets the guidelines recommended by the North American Society of Sport Managers (NASSM) yet also emphasizes the importance of experiential learning and applying information to real-world sport management problems and issues.

PROGRAMS



DEGREES AND CERTIFICATES

- Bachelor of Science in Sport Management
- Athletic Coaching Minor
- Master of Science in Sport Management

ABOUT THE PROGRAM

Sport Management is a business degree with a focus on managing sport, exercise, and fitness. The Sport Management B.S. prepares students to plan and manage sport experiences in a variety of private, public, and commercial settings such as professional sport teams, college sport athletic departments, sport facilities/arenas, health and fitness organizations, sport tourism, and many others!

REAL-WORLD CONNECTIONS



SKILLS AND TALENTS

- Critical Thinking
- Professional Communication and Behaviors
- Self-Awareness
- Values and Ethics
- Advocacy
- Cultural Competence

CAREERS

- Athletic Director
- Sports Marketing
- Operations Management
- Head Coach
- Recruiter
- Sports Agent

EMPLOYERS

- Community and Civic Centers
- Mankato MoonDogs
- Minnesota Twins
- Minnesota Vikings
- YMCA
- Scheels

INSPIRED ACTION



EMPLOYMENT RATE

94.9%
of program graduates begin their careers within one year of graduation.

Graduates: 251
Respondents: 230
link.mnsu.edu/graduate-follow-up

MEDIAN SALARY

\$107,360
The median annual wage for Management occupations in May 2022.

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Management occupations, at link.mnsu.edu/sport-management-salary

PROGRAM WEBSITE



ahn.mnsu.edu/hp/sm/

