

SPORT MANAGEMENT DEPARTMENT





MAJORS

SPORT MANAGEMENT

Optional concentrations:

Intercollegiate Administration
International Sport Management
Sport Facilities and Event Management
Sport Media and Technology
Sport Sales and Marketing

CAREER POTENTIAL

Areas of opportunity:

Event or venue management
Marketing
Media relations
Sales
Sports agencies
Ticket sales management
Video coordination

→ *Cortland boasts the longest-running sport management program in the State University of New York system.*

PROGRAM HIGHLIGHTS

Our nationally recognized Sport Management Department prides itself on work experience, relevant coursework and career-driven outcomes. Students learn the principles of a business management curriculum and the unique demands of sport as an enterprise.

EMPHASIS ON EXPERIENCE

Required fieldwork and internships introduce students to industries that include collegiate athletics, professional leagues, national organizations, sport governing bodies, full-service marketing agencies and event management firms.

SUCCESSFUL OUTCOMES

Alumni job titles include commissioner of the Southeastern Conference, director of event operations for the NFL, senior associate athletic director at the University of Michigan, coordinator of Latino club marketing for MLB, sponsorship coordinator for Fenway Sports Management, and vice president and football operations manager for the Kansas City Chiefs.

Follow the work of current students and alumni on Instagram and Twitter at @cortlandspmg.

By the numbers

480+

hours of field experience

→ *Our theory-to-practice model engages students in fieldwork and a required senior internship.*

LEARN MORE

Sport Management Department
Professional Studies Building, Room 1114
607-753-4251

cortland.edu/spmg