Turn your love of sports into a career. In the sport management major, you will learn the business side of sports. This will prepare you to market and promote sports teams, manage events and facilities, and more.

With several major professional sports teams and Division 1 college athletics, the Twin Cities are the perfect place to learn about the business of sports. Students have interned with professional, collegiate, and community sports teams in different roles such as marketing, promotions, and operations.

Meet Our Students

From classroom visits with professional sports organizations such as the NFL to collaborating with the National Sports Center in Blaine, MN, you will have many opportunities to acquire experiences in and outside of the classroom.

Student Experiences

Student Group Spotlight: Sport Management Association
Study Abroad Options

Learn more about study abroad options for Sport Management majors.

Meet Our Alumni

Alex Johnson, B.S. ’18

As a sport management student, Alex Johnson did internships with the Minnesota Twins, Minnesota Timberwolves and Gopher Sports, and has also worked for the Minnesota Vikings, St. Paul Saints, and the Kansas City Royals. Read more.

You might also explore

Business and Marketing Education
Journalism and Mass Communication
Kinesiology
Marketing
Communication Studies
Youth Studies

Associated Careers

Sports marketing, Facilities and events management, Professional and amateur sports organizations, Promotions, Sales, Advertising, Coaches and Scouts, Retail merchandising, Sports agent

Admission Information

Freshman admission information

Transfer admission requirements for the College of Education and Human Development