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.

Student Experiences

Student Group Spotlight: Sports Management Association

Study Abroad Options

Learn more about study abroad options for Sport Management majors.

Meet Our Alumni
Hakeem Onafowokan combined his bachelor’s in sports management with a law degree to rise quickly in his career. As a student, Hakeem was an officer on the CEHD Undergraduate Student Board, and helped grow the annual student/alumni networking event. During law school, his legal internships with NASCAR and the Minnesota Public Employment Relations Board led to a position for the NFL Players Association and recognition from the Minnesota Association of Black Lawyers. Today, Hakeem is a staff attorney with the League of Minnesota Cities and a volunteer mentor through Kinship of Greater Minneapolis. He credits his perseverance and supportive parents for his accomplishments. Read more in a Q&A with Hakeem.

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