

# Sport Management

## UConn

NEAG SCHOOL OF EDUCATION

Our mission is to graduate scholar-practitioners and researchers who have the knowledge, skills, and values to lead the sport industry in the 21st century and who envision sport as a vehicle for positive social outcomes.



The Sport Management program is designed to prepare students to enter careers in the sport industry, which may include:

- Athletic Administrator
- Operations Manager
- Sport Agent
- Sports Marketing Professional
- Event Manager
- Athletic Coach
- Recreational Athletics Director

Graduates are prepared to pursue careers in intercollegiate athletics, sport venue and event management, professional sports, the sporting goods industry, private/public sport clubs, and resorts. Some students continue their education through graduate studies in sport management, law, and business.

### Additional Student Engagement Opportunities

- **Husky Sport** — Develop skills to plan, promote, and provide valuable services through service learning and the use of sport at the UConn campus and in the Greater Hartford area. Learn more at [huskysport.uconn.edu](https://huskysport.uconn.edu).
- **UConn Sport Business Association** — Join the UConn Sport Business Association to gain knowledge from experts working in the field, in addition to providing ample networking opportunities. Visit [uconnnsba.net](https://uconnnsba.net).
- **Women in Sport** — Unlock your potential in the world of sport inside and outside of the classroom. [Learn more online.](#)

[sport.education.uconn.edu](https://sport.education.uconn.edu)



# How To Apply

## Successful applicants must:

- Apply by Feb. 1 of sophomore year (transfer students MUST apply separately to UConn and Neag School of Education by Feb. 1)
- Have earned the most competitive cumulative GPA
- Submit three professional references (name, title, contact) and one letter of recommendation (from the three professional references listed above)
- Complete a personal statement
- Have accumulated sufficient experience related to career choice in the area of sport management
- Have 54 credits by end of spring sophomore year

## Contact Us:

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**UConn**

SPORT MANAGEMENT

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