



Sport Management Program

BE SUCCESSFUL IN ANY AREA OF THE SPORT INDUSTRY

The bachelor's degree in Sport Management is an upper-division major at UConn's Neag School offered to undergraduates at UConn Storrs.

Students with an interest in the program can apply to UConn as a pre-Sport Management major in the Academic Center for Exploratory Studies (ACES), and then apply to the Neag School in the spring of their sophomore year for enrollment starting the fall of their junior year.

Career Preparation

The program is designed to prepare students for 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; sport-based youth development organizations; and beyond! Some pursue graduate studies in sport management, law, and business.

Mission-Driven Education

Our mission is to graduate **scholar-practitioners and researchers** who connect sport management research and principles to practice, apply professional skills with confidence, and **lead with integrity**. We prepare students to apply critical thinking in order to analyze issues of **justice, equity, and inclusion in sport** and develop an understanding of how to position sport as a vehicle for **positive social outcomes** in the 21st century.



HOW TO APPLY

Visit sport.education.uconn.edu for application deadlines.

Application Requirements:

- 54 credits completed by the end of the spring semester prior to official admission to the program
- Apply by Feb. 1 of sophomore year.
- Transfer students must apply separately to UConn by Jan. 15 and to the Neag School by Feb. 1.
- The most competitive cumulative GPA
- A personal statement discussing why you are interested in pursuing a degree in Sport Management. Be sure to include information regarding current experiences in the field of Sport Management and future aspirations for a career in the field.
- Relevant student organization participation or other experience/volunteering in an area of interest related to sport management

Questions?
Contact Us:

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Student Engagement Opportunities

Husky Nutrition & Sport

A community-campus partnership funded through federal SNAP-Ed funds, that connects students, staff and faculty to communities within Connecticut, specifically Hartford, to provide nutrition and physical activity education to Connecticut children, adult caregivers of children, and adults eligible to receive Supplemental Nutrition Assistance Program - Education (SNAP-Ed). The work of UConn HNS is equity-focused and centered around relationships, relevancy and representation.

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.

Women in Sport

Unlock your potential in the world of sport inside and outside of the classroom.

UConn Student Television (UCTV)

UCTV provides learning opportunities to students interested in content production and traditional broadcasting through the creation of original student-made content that prepares them for future endeavors in the media industry.

UConn Daily Campus

The student-run newspaper that provides the UConn community with fair, accurate, relevant, and editorially independent content; takes on student interests as its own interests; and provides the best possible environment for students to learn, experience, and develop skills related to news media.