

Present and Future Conditions of the Sporting Profession in the Sport Management Field

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Abstract

Sport has become a giant industry on a global scale. As a result of the increase in size of the sport industry, there has been a corresponding need for managers to plan, organize, and control these activities. Consequently, the academic discipline of sport management surfaced to meet the need for additional sport managers. This paper will address the present and future conditions of the sporting profession in the sport management field. Specifically, a discussion of the current status of the sport industry and its impact on the career opportunities will be presented, followed by the requirements for students to ensure that they are prepared for the sport management field. The professional preparation discussion will highlight the importance of internships in the sport management curriculum. Data from a recent study that examined the future of sport management will be provided, as well as the careers in which sport management students may find themselves today. A personal perspective on the sport management profession in the future will conclude the presentation and will emphasize the importance of volunteering and networking.