Holy Family is proud to offer students a highly supportive learning environment that values their personal and professional goals. Students in our Sport Marketing-Management program thrive in our small yet challenging learning environment. We believe in educating beyond the classroom and providing opportunities for hands-on experience, which is a key component of your college education.

What Can You Do with this Major?
Sport Marketing-Management is a unique field that requires specialized education and skills. If you choose this major at Holy Family, you will study basic principles of marketing and management and will apply learned theories to the dynamic field of professional and amateur sports marketing and management. Additionally, you will learn about strategies and techniques in sport marketing, sport consumers and their behaviors, sport marketing research, and more.

Career Success
Graduates of the Sports Marketing-Management program are well prepared for careers in a dynamic global economy in both private and public sector positions as:

- Sports Sales and Marketing
- Facilities Management
- Sports Management
- Communications
- Events Management

Major Coursework
For a Sport-Marketing Management major, specialized course work will include:

- Organizational Behavior
- Sales and Sales Management
- Digital Marketing
- Introduction to Sport Media Relations
- Sport Facility and Event Management
- Legal Issues in Sport
- Sport Marketing and Promotion

For More Information
visit: holyfamily.edu
call: 215-637-3050
email: admissions@holyfamily.edu

Holy Family University
Philadelphia
9801 Frankford Ave
Philadelphia, PA 19114

Real World Experience
Sport Marketing-Management students can gain real-world experience through Holy Family’s nationally recognized co-op and internship program.

The results speak for themselves as 90 percent of our students find permanent jobs as a result of their co-op experience. Some of the companies our students have worked with include:

- Camden Riversharks
- NFL Films
- Philadelphia Eagles
- Philadelphia Flyers
- Philadelphia 76ers
- Mitchell and Ness Nostalgia Company

Our Non-Discrimination Statement can be found at holyfamily.edu/ndstatement or call 267-341-3479.