

# Sport Marketing-Management

## School of Business Administration

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 Reporter
- Sports Marketing
- Event Planning
- Security Manager
- Coach
- Entrepreneur
- Sponsorship Sales
- Data Analysis
- NCAA Administrator
- Community Service
- Ticket Sales
- Fundraising
- Premium Sales

### Real-World Experience

Sport Marketing-Management students can gain real-world experience through Holy Family's internship program. Skills students acquire in internship complement classroom skills and prepare student for the real-world workplace. Some of the companies that our students have worked with in the past include:

- Philadelphia Phillies
- Philadelphia Eagles
- Philadelphia Flyers
- Philadelphia 76ers
- NFL Films
- Mitchell & Ness
- The Daily News

### Major Coursework

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

- Digital Marketing
- Sport Media and Content Production
- Legal Issues in Sport
- Sport Administration and Leadership
- Sales and Sales Management
- Sport Facility and Event Management
- Sport Marketing and Promotion

*Our Non-Discrimination Statement can be found at [holyfamily.edu/ndstatement](http://holyfamily.edu/ndstatement) or call 267-341-3479.*

**For More Information**  
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