School of Physical Education, Sport and Exercise Sciences

Career Paths in Sport Management

Areas in which our graduates have found employment

- **Sport Development Officer** - Regional Sports Trusts or National Sporting organisations.
- **Event Manager** - Organising ongoing events or programmes for national or local organisations or major one-off events such as the World Netball Champs or the World Under-17 Soccer Cup.
- **Sports Coordinator** - Coordinating and managing secondary school sport.
- **Sports/Recreation Planning Officer** - Providing direction or formulating policy within local authorities or Regional Sports Trusts.
- **Volunteer Manager** - National sport associations or recreation organisations.

### Some Examples
Here are some examples of Sport Management positions held by our graduates:

- CEO – NZ Olympic & Commonwealth Games Committee
- Coach Development Officer – Netball NZ
- Event Manager – Oxfam NZ
- Field Development Officer – Basketball NZ
- Sport Development Manager – Sport Canterbury
- Green Prescription Coordinator – Sport Otago

### Which Physical Education, Sport and Exercise Sciences Papers Should I Take?
In addition to the required Physical Education, Sport and Exercise Sciences papers, students who are interested in a career in sport management should take the following:

- PHSE 333 Leisure Dimensions
- PHSE 338 Advanced Sociology of Sport
- PHSE 339 Sport Governance & Administration
- PHSE 340 Sport Management & Strategy
- PHSE 422 Sport & Leisure Policy
- PHSE 424 Sport, Media & Culture
- PHSE 425 Sport Management Practicum
- PHSE 430 Critical Aspects of Sport Management

### What Other Papers Should I Take?
Students interested in a career in sport management should consider supplementing their papers in Physical Education, Sport and Exercise Sciences with papers from Management or Marketing. Some examples are provided below:

#### Management
- BSNS 105 Management & Organisations
- MANT 221 Communication Skills
- MANT 250 Managing People
- MANT 251 Managing Organisations
- MANT 330 Leadership
- MANT 336 Organisation theory: Work & Identity
- MANT 337 Strategic Management
- MANT 339 Human Resource Development

#### Marketing
- MART 112 Marketing Management
- BSNS 103 Marketing & Consumption
- MART 207 Sports Marketing
- MART 301 Strategic Marketing Management
- MART 307 Marketing Research Method
- MART 325 Services Marketing
Double Degrees
Many students opt to pursue double degrees combining a BPhEd and a BCom. Those wishing to pursue a double degree should consult the Chief Course Adviser for advice on course selection.

Gaining Practical Work Experience
Those who have developed careers in Sport Management stress the importance of supplementing study with ongoing practical involvement with sport organisations. Within the framework of their studies, students should seek opportunities to complete research or project work that involves interacting with local, regional or national sports bodies.

Potential employers in the area of sport management also place a high value on work experience. Students should consider part-time work or volunteer opportunities in organisations such as:

- University Sports New Zealand
- Local Sports Clubs
- Regional or National Sporting Organisations
- Regional Sports Trusts
- Event Management Groups
- Secondary Schools
- Professional Groups and Seminars

Students may also consider joining professional sport and recreation groups such as the New Zealand Recreation Association or the Sport Management Association of Australia and New Zealand. Such groups offer students a valuable opportunity to network with professionals in the sport and recreation fields. Students receive favourable discounted membership fees and discounted rates for the annual conferences of these organisations. These professional groups, together with Regional Sports Trusts, offer occasional seminars that may be of interest to students covering topics such as sports law, risk management, strategic planning, event management, and sports marketing.

For further information on each of these organisations, the following contacts are useful:

**New Zealand Recreation Association**
P O Box 11132
Manners Street
Wellington
Tel 04 915 5640
Email info@nzrecreation.org.nz
Website [http://www.nzrecreation.org.nz](http://www.nzrecreation.org.nz)

**Sport Management Association of Australia and New Zealand (SMAANZ)**
Website [http://smaanz.org](http://smaanz.org)

For possible volunteer opportunities in sport management, students are encouraged to contact the Otago University Recreation Centre:

**Otago University Recreation Centre**
P O Box 1436
84 Albany Street
Tel 03 479 5608
Email George McLenaghen George@ousa.org.nz

Further information...
For further information on course selection, students should consult the School of Physical Education, Sport and Exercise Sciences website [http://physed.otago.ac.nz](http://physed.otago.ac.nz). Alternatively, students should consult Dr Sally Shaw, Dr Mike Sam, or the School’s Chief Course Adviser, Ms Margie Lazar, Tel 03 479 5263, Email pe.undergrad@otago.ac.nz.