

## SPORT MANAGEMENT

In recent years, the business of sport has exploded to a projected \$600 billion/year industry, generating a variety of career choices for qualified graduates. Just loving sports isn't enough for this highly competitive market. You'll need to work hard, do well in your classes and set yourself apart. At Manchester, you can do just that when you major in sport management.

### academics *that* matter

When you study for a career in sport management at Manchester, you can choose one of two tracks: 1. The business track includes classes in marketing, sales and business law. 2. The communications track focuses more on communications, public relations and media. Whichever direction you go, you'll take classes that include legal issues, event and facility management, and sport management. And for sure, you'll have a least one internship that will give you on-site experience in the industry.

### side *by* side

Your teachers will get to know you. They'll work closely with you if you have questions about your studies. And they'll

help you set up internships with local, regional or national organizations including minor league sport teams, conference and league offices, or sporting businesses.

- June Riley '08 worked with Coach Josh Dzurick and the women's basketball team making phone calls to potential recruits and learning how to analyze film.
- Dan Jones '09 and Joe Egner '09 are working with high school administrators in the day-to-day operations, assisting in game management, governance issues and program planning.

### success

Manchester's sport management program is led by Dr. Ryan Hedstrom, who has a reputation for believing in his students and for giving them opportunities to excel.

I FOUND

... COMFORT

I found comfort knowing my professors demand the best in me. In turn, they give me theirs.

Dan Jones '09, physical education teaching and fitness and sport management double major

*Find your place.*

If you want a degree from a college that has a great reputation, choose Manchester College. For more information or for a campus visit, call the Office of Admissions at 800-852-3648, e-mail [admitinfo@manchester.edu](mailto:admitinfo@manchester.edu) or visit our website at [www.manchester.edu](http://www.manchester.edu).

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