

Sport Management Program



Our mission is to graduate scholar-practitioners and researchers who have the knowledge, skills, and values to lead the sport industry in the 21st century and who envision sport as a vehicle for positive social outcomes.

The Sport Management program is designed to prepare students to enter careers in the sport industry, which may include:

- Athletic Administrator
- Operations Manager
- Sport Agent
- Sports Marketing Professional
- Event Manager
- Athletic Coach
- Recreational Athletics Director

Graduates of the UConn Sport Management Program are prepared to pursue careers in intercollegiate athletics, sport venue and event management, professional sports, the sporting goods industry, private/public sport clubs, sport-based youth development organizations, and beyond! Some students continue their education through graduate studies in sport management, law, and business.

Additional Student Engagement Opportunities

- **Husky Nutrition & Sport** — A community-campus partnership funded through federal SNAP-Ed funds, that connects students, staff and faculty to communities within Connecticut, specifically Hartford, to provide nutrition and physical activity education to Connecticut children, adult caregivers of children, and adults eligible to receive Supplemental Nutrition Assistance Program - Education (SNAP-Ed). The work of UConn HNS is equity-focused and centered around relationships, relevancy and representation. Learn more on the [UConn HNS website](#).
- **UConn Sport Business Association** — Join the UConn Sport Business Association to gain knowledge from experts working in the field, in addition to providing ample networking opportunities. Learn more on the [association's website](#).
- **Women in Sport** — Unlock your potential in the world of sport inside and outside of the classroom. Learn more on the [organization's webpage](#).
- **UConn Student Television (UCTV)** — UCTV provides learning opportunities to students interested in content production and traditional broadcasting through the creation of original student-made content that prepares them for future endeavors in the media industry. Learn more on [UCTV's website](#).
- **UConn Daily Campus** — The student-run newspaper that provides the UConn community with fair, accurate, relevant, and editorially independent content; takes on student interests as its own interests; and provides the best possible environment for students to learn, experience, and develop skills related to news media. Learn more on the [newspaper's website](#).

How To Apply

Successful applicants must:

- Apply by Feb. 1 of sophomore year (transfer students MUST apply separately to UConn and Neag School of Education by Feb. 1)
- Have earned the most competitive cumulative GPA
- Submit three professional references (name, title, contact) and one letter of recommendation (from the three professional references listed above)
- Complete a personal statement
- Have participated in a relevant student organization or gained experience/volunteered in an area of interest related to sport management

**Questions?
Contact Us:**

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