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 are prepared to pursue careers in intercollegiate athletics, sport venue and event management, professional sports, the sporting goods industry, private/public sport clubs, and resorts. Some students continue their education through graduate studies in sport management, law, and business.

Additional Student Engagement Opportunities

- **Husky Sport** — Develop skills to plan, promote, and provide valuable services through service learning and the use of sport at the UConn campus and in the Greater Hartford area. Learn more at [huskysport.uconn.edu](http://huskysport.uconn.edu).

- **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. Visit [uconnsportbusinessassociation.com](http://uconnsportbusinessassociation.com).

- **Women in Sport** — Unlock your potential in the world of sport inside and outside of the classroom. Learn more online.
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 accumulated sufficient experience related to career choice in the area of sport management