Relatively new to SJU is its sports marketing major. For several years, sports marketing has lived as a track within the marketing major; however due to the exceedingly high quality of education and popularity of the courses, sports marketing has branched into its own major. There are few better areas in which to study sports marketing than a city like Philadelphia, with four successful major sports franchises as well as a number of smaller private teams like the Philadelphia Union, the Philadelphia Soul, and the Camden River Sharks all within a short distance.

The Marketing Department at Saint Joseph's provides a rigorous education in the theory and practice of marketing while also providing opportunities to more thoroughly investigate the sports-related aspect of the field so that students can succeed and thrive in today's ever changing and challenging global marketplace. Students are Saint Josephs’ primary customers and are active partners in this educational process. Sports marketing courses at SJU are taught by industry experts as well as current industry professionals. This includes sports analysts and the former CEO of Majestic Apparel, among others. In addition to comprehensive courses in sports business, sports marketing, and business analytics, each Sports Marketing major is required to have an internship in sports in order to complete his or her degree. This has become increasingly helpful to students looking to gain real-world experience and contacts before they graduate so they know what to expect when they enter the job market.

**LEARN MORE ABOUT THE SPORTS MARKETING MAJOR:**

- Visit the Sports Marketing website: [http://www.sju.edu/int/academics/hsb/sportsmarketing/index.html](http://www.sju.edu/int/academics/hsb/sportsmarketing/index.html)
- Visit the Haub School of Business Leahy Advising Center, located in Mandeville 289
- Contact the Marketing Department to schedule a meeting with a faculty member by calling 610-660-3220
- Speak with current students in the major
- Schedule an appointment with the Career Development Center by calling 610-660-3100

**WHAT CAN I DO WITH A MAJOR IN SPORTS MARKETING?**

Whatever you put your mind to! You can learn much more at [www.onetonline.org](http://www.onetonline.org). Following are descriptions of just a few of the careers you might pursue:

**Advertising and Promotions Manager:** Plans and directs advertising policies and programs or produces collateral materials, such as posters, contests, and coupons to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

**General and Operations Manager:** Plans, directs, or coordinates the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services.

**Marketing Director:** Determines the demand for products and services offered by a firm and its competitors and identifies potential customers. Develops pricing strategies with the goal of maximizing the firm's profits or share of the
market while ensuring the firm's customers are satisfied. Oversees product development or monitor trends that indicate the need for new products and services.

**Public Relations Specialist:** Engages in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media. May prepare and arrange displays, and make speeches.

**HOW CAN I ENGAGE MY INTEREST IN SPORTS MARKETING OUTSIDE THE CLASSROOM?**

There are so many opportunities to get involved at Saint Joseph’s University – and to develop experience in your major while doing so! Here are just a few:

- American Marketing Association Student Chapter
- Cooperative Education Program
- Internship Program
- PHILAHOPS
- Sports Marketing Club
- Serve as a Manager for one of SJU’s Athletics Teams

**OUTCOMES – A CLOSER LOOK AT SJU GRADUATES WITH DEGREES IN MARKETING:**

The sports marketing major has recently been established to complement the marketing major, graduates of which serve as the basis for the outcomes data below. As depicted in the chart below, the majority of new graduates have started their careers in the marketing, sales and consumer products fields. Many others have selected a variety of industries. (Data from Saint Joseph’s University Career Development Center’s Post-Graduation Survey, 2008 – 2012.)

*Other industries include: Arts/Museum/Architecture; Government; Law; Law Enforcement/Military; Manufacturing; Not-for-Profit; Public Interest/Research; Real Estate/Construction*

Here is a sampling of positions our graduates have accepted:

- Account Executive
- Advertising Coordinator
- Assistant Media Buyer
- Assistant Project Manager
- Bank Branch Manager
- Brokerage Associate
- Business Development Coordinator
- Category Analyst
- Client Service Representative
- Corporate Sales Manager
- Data Analyst
- Database Administrator
- Director of Marketing
- Director of Media Relations
- District Sales Representative
- Event Planner
- Executive Asst. to VP of Marketing
- Financial Analyst
- Financial Services Representative
- Insurance Agent
- Investment Banking Consultant
Organizations that have hired our graduates include:

- ACNielsen
- Advantage Sales & Marketing
- AFLAC
- Arista Marketing
- BDP International
- Beasley Broadcasting
- Brownstein Group
- Cintas
- Cline Davis & Mann
- Comcast
- Conde Nast Publications
- Delaware Investments
- General Mills
- Grapevine Public Relations
- Hearst Magazines
- Hershey Foods Corporation
- Hess Corporation
- ICG Commerce
- Johnson & Johnson
- Lincoln Financial Group
- Live Nation Concerts
- MacArthur Associates
- Marina Maher Communications
- Morgan Stanley
- New York Life Insurance Company
- Performance Media Group
- Pfizer
- Philadelphia Eagles
- Philadelphia Phillies
- Polo Ralph Lauren Corporation
- Radio Disney
- SEI Investments
- Showtime Networks, Inc.
- The Vanguard Group
- Tiffany and Company
- Tory Burch
- UPS
- Urban Outfitters Inc.
- Washington Wizards

Some of the graduate schools in which our students have continued their education, in programs including Business, Education, Humanities and Law:

- Chestnut Hill College
- Fairleigh Dickinson University
- LaSalle University
- Manhattanville College
- Rutgers University
- Saint Joseph's University
- San Diego State University
- Temple University
- The College of New Jersey
- University of London
- University of Rochester
- Villanova University
- Wagner College
- Widener University

Average Starting Salary – Marketing Majors – Classes of 2008 – 2012

<table>
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<tr>
<th>Graduation Year</th>
<th># of Respondents</th>
<th>Average Salary</th>
<th>Average Bonus</th>
<th># of Bonuses</th>
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<tr>
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<td>$4,800</td>
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GETTING THE JOB – SAMPLE SPORTS MARKETING MAJOR RESUME:

<table>
<thead>
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<th>FIRST LAST NAME</th>
<th>Address</th>
<th>Email</th>
<th>Telephone</th>
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</thead>
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### Education

**Saint Joseph’s University**, Philadelphia, PA  
Bachelor of Science in Business Administration, May 2015  
- Major: Sports Marketing  
- Cumulative GPA: 3.5/4.0  
- Awarded Saint Joseph’s University Presidential Scholarship for Academic Achievement  
- Awarded Edward A. and Joanne I. Froelich Scholarship for Athletic Service  
- Earned Dean’s List Honors – Fall 2013 – present

### Related Experience

**Saint Joseph’s University Athletic Department**, Philadelphia, PA  
**Men’s Basketball Manager, Fall 2011 – Present**  
- Responsible for day-to-day practice management, game day logistics, equipment issues, team travel, support of coaching staff, scheduling of other managers, and light office duties

**Philadelphia Eagles**, Bethlehem, PA  
**Training Camp Marketing Intern, Summer 2014**  
- Assisted in the set-up of training camp facilities, managed NFL Play 60 Zone, acted as an on-field escort for guests, facilitated player autograph sessions, and provided hospitality to VIP clients

### Activities

- Philly Ad Club
- Sports Marketing Club
- Hawk Women
- Community Day
- Student Union Board
- Relay for Life
- Up ’Til Dawn
- Hand in Hand
- Spring Concert Committee
- Appalachian Experience
- Club Tennis
- Philadelphia Service Immersion Program

FURTHER ASSISTANCE WITH YOUR MAJOR AND CAREER OPTIONS:
The Career Development Center can help you with the process of choosing a major and exploring your career options.  
For assistance, please call 610-660-3100 to schedule an appointment to meet with a Career Counselor.