



CAREERS IN SPORTS & ENTERTAINMENT: WORK WHERE THE ACTION IS

If you're drawn to the excitement of live events, media, or competition, a career in sports or entertainment could be your stage. You don't have to major in sport and entertainment management to break in — these industries need marketers, accountants, event planners, analysts, and creatives too.

If you'd like help mapping your path or finding the right opportunities, schedule a chat with your Career Development Coach through Handshake.

EXPLORE CAREER PATHS

- **Sports Management** – Operations, marketing, event coordination, and player relations.
- **Event & Venue Management** – Plan concerts, conventions, and live events.
- **Broadcasting & Media** – Sports journalism, digital production, and storytelling.
- **Talent Representation** – Work with athletes, artists, or performers behind the scenes.
- **Marketing & Sponsorships** – Connect brands with fans through experiences and campaigns.

JOB SEARCH TOOLS

- [LinkedIn](#) – Network, follow teams and entertainment companies, and apply for roles.
- [TeamWork Online](#) – Job postings from sports teams, leagues, and major events across the U.S. and abroad.
- [BlueFishJobs.com](#) – Roles in campus recreation and sports administration.
- [Playbill.com](#) – Theater and performing arts jobs and internships.
- [EntertainmentCareers.net](#) – Film, TV, and music industry listings.
- [Sport, Entertainment & Venues Tomorrow \(SEVT\)](#) – USC's nationally recognized annual conference with a career fair and case study competition.

IDENTIFY EMPLOYERS THAT MATCH YOUR GOALS

Think about your top priorities — location, organization size, work-life balance, or type of event. Some leading employers and organizations include:

ESPN, Disney, Fox Sports, MLB, NFL, NBA, MLS, WWE, NASCAR, Live Nation, AEG, and regional convention or event centers.

Start locally too — look at university athletic departments, city event venues, and regional entertainment companies for internships and entry-level roles.

BUILD YOUR EXPERIENCE

- **Get involved early:** Volunteer at games, concerts, or campus events to gain operations and logistics experience.
- **Network intentionally:** Attend events like SEVT, follow industry pros on LinkedIn, and connect with alumni working in the field.
- **Stay informed:** Read trade publications like Sports Business Journal or Variety to track trends.

CAREER TIPS

- Research pay and company culture on Glassdoor.
- Be flexible — sports and entertainment jobs often involve evenings, weekends, and travel.
- Keep a highlight reel of your experiences — photos, videos, or write-ups can showcase your skills and enthusiasm.