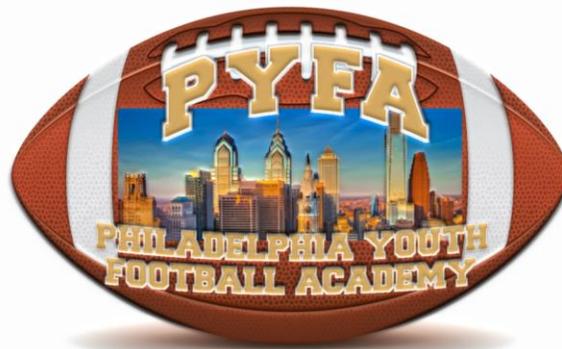


**Philadelphia Youth Football Academy's
After School Program and Summer Camp**

Curriculum I

“Build Your Sports Career”

Project



www.pyfa215.org

Name/Grade: _____

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Dear Students,

You are about to commit to and join a TEAM that will explore the world of sports/athletics and all its wonderful careers.

By signing below, you will be committing to and engaging your teammates and coaches and great people explored in various field Sport Management and Administration. Your involvement will include some writing, research, interviewing and filming. Our program will need your full participation in all projects and culminating activities. Lastly, we ask that:

- 1. RESPECT all your peers (teammates, coaches (mentors) and adults)!!!**
- 2. Try and complete all your tasks, Homework and attend tutoring sessions!!!**
- 3. Attend all your classes and STAY OUT OF THE HALLS!!!!**
- 4. INFORM an adult when you need help!!!!**
- 5. Do not “Throw Shade” @ at a PYFA member or adult (your teammates and coaches)!!!!**
- 6. Remember 1-5!!!!**

If you can attend 90% of the activities, you will earn and be given incentives.

Name (Print):_____

Signature:_____

Date:_____

Intro to Careers in Sports

While many believe that the ultimate sports career is to be a full-time pro athlete, there are many other positions in athletics that allows one to combine sports with other interests and qualifications. Every day, more people have discovered active recreation and caring about physical fitness. Today's technology, current media and innovative entrepreneurs are creating new careers in athletics and sports. Together we are going to explore these wonderful careers in sports and their uniqueness.

Driving Question:

How can I have a career in sports without playing a Sport?

K. What I know

W. What I want to Know

W. What I want to Know

Examining your Interests

1. What is your favorite sport to play or watch?
2. What do you like about that Sport?
3. When watching that sport what do you pay attention to the most?
4. Is there anything that interests you besides the players?
5. If you had to choose a career position in that sport, what would you choose and why?

Who am I? Collage Project

Using newspapers and magazines, you will create a collage that shows your interests.

Make sure to include the following:

Favorite sports

Favorite activities

Future personal goals (Family, home, College and career plans.... overall, the type of life and lifestyle you want to live)

My Sports Career

The world of sports includes various positions that are not on the court or field. Thoroughly review the list below and choose two job positions to compare and research.

Broadcasting

Reporter

Play by Play Announcer

Color Commentator

Coach, Assistant Coach, Coordinator

Recruiter

Events Planner

Personal Trainer

Dietician/Healthy Food Coordinator

Nutritionist

Referee

General Manager

CEO

Sport Photography

Therapist (Mental and Physical)

My Career Choices Are:

General Managers

A general manager (GM) has one of the highest positions in any sports organization, and with that position comes a lot of responsibility. It's the general manager's job to handle all business matters for the team, including budgets and revenues, whether at the college or professional level. A GM is also the media spokesperson at press conferences and other events. The position requires extensive travel and long hours, making it very time-consuming when the sport is in season.

Sports Journalism

For those who want to work behind-the-scenes in the sporting industry, Sports Journalism is an option. Sports journalism includes many different careers in online media, print and broadcast journalism. The following section outlines various jobs in Sports Journalism and the education needed to pursue them.

Sports Announcer/Commentator

Sports announcers discuss relevant aspects of the game on live radio or television. They need to be comfortable interviewing players and coaches. Jobs in sports announcing are competitive, requiring at least a bachelor's in sports journalism or a related field and many years of experience in sports and writing. Aspiring sports announcers usually begin at the local level while working for college radio broadcasts. There are also paid and unpaid internships at commercial radio stations.

Degree Path: Bachelor's

Sports Radio Show Host

Sports radio hosts are different than announcers in that they need a comprehensive knowledge of all sports so they can discuss the latest news during a weekly show. Some hosts are lucky enough to have their own show during which they interview athletes and coaching staff. It's a competitive field, and many positions are filled by former players or coaches, so a bachelor's degree in sports journalism, radio broadcasting, or communications is one way to stand out. Broadcasting experience as an intern at a local radio station can help prospective sports announcers find entry-level positions as production assistants and researchers, at which point they can move their way up the ladder.

Degree Path: Bachelor's

Sports Writer

Between keeping fans up to date on the latest sporting news and expressing their opinion about all aspects of the game, sports writers have a lot to share. Some of the topics that a sportswriter covers include game play predictions, drafts, trades, coaching, and individual players. Although their jobs for newspaper sports writers, more positions are available as online freelancers. Most outlets require a bachelor's degree in sports journalism, communications, or an equivalent. The best way to make connections as an aspiring sportswriter is to gain experience as an undergraduate writing for the school team and interning at a local newspaper. Here are some other positions to pursue with a degree in sports journalism.

Degree Path: Bachelor's

Television Sports Producer

It's the studio Sports Producer's job to fill the time allotted with quality content. Sports Producers need to determine the topics covered, the order they appear, and how much time is spent on each segment, so there is a smooth flow to the show. Most Sports Producers have a minimum of a bachelor's degree in

Sports Journalism, Broadcast Journalism, Communications, or Television Production and a strong knowledge of sports as a whole. These professionals usually begin as Assignment Editors or Associate Producers.

Degree Path: Bachelor's, Master's

Sports Marketing

The field of sports marketing encompasses a wide range of positions in settings such as sports agencies, public relations departments, and professional sports organizations. Recent graduates of bachelor's degree programs usually begin in entry-level jobs and work their way up to more advanced careers. Here are some of the positions found in sports marketing.

Account Coordinator

Sports marketing firms employ Account Coordinators to assist upper-level executive staff in creating marketing strategies. Account Coordinators are responsible for maintaining relationships with the firm's corporate clients and managing corporate sponsorships. Many Account Coordinators begin as interns while earning a bachelor's degree in sports marketing or a related degree, gaining experience and making connections.

Degree Path: Bachelor's

Event Coordinator

Sporting events bring income to local businesses such as restaurants, hotels, casinos, and airports. Event Coordinators work for sports marketing firms, assisting the Event Director by managing on-site and off-site operations for these sporting events. Their responsibilities include transporting the team and equipment to their hotel, distributing team news to the media, and devising emergency contingency plans. The Events Coordinator position requires a bachelor's degree in Sports Marketing, Hospitality, Business or a related area. Some employers require a master's degree.

Degree Path: Bachelor's, Master's

Public Relations Assistant

Public Relations plays an important role in college and professional sports. Most teams and sports marketing firms have a PR department to handle image control and relationship management. Public Relations Assistants assist executives in working with coaches and athletes by maintaining media contacts, conducting research, coordinating events. They often direct activities in the press box during games, keep track of client news coverage, and assemble clipping reports. A bachelor's degree in sports marketing, public relations or a related field is necessary for an entry-level position as an assistant and more advanced degrees are required for higher-level careers.

Degree Path: Bachelor's, Master's

Inside Sales Representative

One of the most common entry-level positions in sports marketing is Inside Sales Representative, open to those with a bachelor's degree in Sports Management, Business Management or the equivalent. Because Inside Sales Representatives sell multiple seats for consumer sales and services departments, they must have strong interpersonal and phone skills and superior attention to detail. Sales experience is also preferred.

Sports Medicine Careers

Sports medicine is an orthopedic specialty that centers on healing injuries or traumas associated with athletic training. The field includes medical doctors (MD) and osteopathic physicians (DO) who have completed sports medicine fellowships. Sports medicine also includes other health care professionals who treat acute and chronic injuries and advise athletes on improving their overall health. Each profile below describes a profession that contributes to the sports industry in important ways.

Doctor of Osteopathy

Doctor of Osteopathic Medicine (DOs) or Osteopathic Physicians, heal athletic injuries. Just like medical doctors (MDs), DOs must complete four years of medical school. The primary difference between the two specialties is that DOs look at the body an integrated whole when making a diagnosis instead of a set of specific symptoms. To gain a better understanding of how injuries affect other parts of the body, training for DOs includes a major emphasis on the musculoskeletal system.

Degree Path: Bachelor's, Doctor of Osteopathic Medicine, Residency, Fellowship, Licensure, Board Certification in Sports Medicine.

Medical Doctor

Medical Doctors who specialize in sports medicine treat athletic injuries such as strains, sprains, and fractures. For this reason, they receive extensive training in the musculoskeletal system. In addition to treating physical injuries, sports physicians also diagnose chronic conditions and advise patients on health and nutrition management.

Degree Path: Bachelor's (4 years), Doctor of Medicine (4 years), Residency (3 years), Fellowship (2 years)

Athletic Trainer

Athletic Trainers are healthcare professionals who provide medical care in collaboration with the rest of a sports medicine team. After earning a bachelor's degree and completing at least two years of clinical experience, individuals can apply for certification from the Board of Certification (BOC). A certified athletic trainer must hold a degree from a school with an accredited athletic training curriculum. Some of the services that athletic trainers provide include preventative services, emergency care, clinical diagnosis, and rehabilitation. In most cases, a bachelor's degree is sufficient to obtain an entry-level position, but some employers may require a master's degree.

Degree Path: Bachelor's, Master's

Exercise Physiologist

Exercise Physiologists provide health and fitness services for athletes and other individuals. These professionals work in a variety of medical settings under the direction of a licensed physician. They administer stress tests, develop exercise programs, and meet other health and fitness needs. In 2015, the American College of Sports Medicine (ACSM) announced a name change for two of their exercise professional certifications to better represent the scope of practice and expertise of these professionals. The new titles, ACSM Certified Exercise Physiologist and ACSM Certified Clinical Exercise Physiologist, replaced ACSM Certified Health Fitness Specialist and ACSM Certified Clinical Exercise Specialist, respectively. Certified Exercise Physiologists (CEPs) must hold a minimum of a master's degree and be licensed under state law.

Degree Path: Bachelor's, Master's, Licensure, Certification

Sports Physical Therapist

Sports Physical Therapists oversee the rehabilitation of athletes with chronic conditions and injuries. They diagnose, develop treatment plans, and provide therapeutic services. Physical therapists must become licensed through the state where they will practice. Specialty certifications are available. Physical therapy training begins as part of bachelor's degree program and continues in a doctor of physical therapy degree program that takes three to four years to complete. All states require physical therapists to be licensed, but requirements vary. Physical therapists have the option of becoming certified in sports physical therapy by the American Board of Physical Therapy Specialties.

Degree Path: Bachelor's, Doctor of Physical Therapy, Licensure, Specialization

Sports Nutritionist/Dietician

Sports Dietitians provide nutritional counseling and education designed to enhance the performance of recreational and competitive athletes. Other responsibilities include menu development and making nutrition recommendations for coaches, trainers and parents. To become a Registered Dietitian through the American Dietetic Association, individuals must earn a bachelor's degree in clinical nutrition or a related area from an accredited institution and have a certain number of supervised experiences. Most employers require candidates to hold a master's degree in nutrition or exercise physiology as well. Sports nutritionists must also become certified or licensed by the state in which they will practice. Those individuals who become Board Certified Specialists in Sports Dietetics have the most advanced job opportunities.

Career Path: Bachelor's, Master's, Licensure, Certification

Career Comparison

In the space below, identify two career positions and write down 10 interesting facts that stand out to you!!!

Ready...Set.... Hut!!!! Now that you have finalized your career choice you must find out additional information. The next process will require you to do research using:

The internet, Books, Career mags and visit your local library

You will complete the "Who Am I" Researching careers in Sports" assignments to create an essay for display within final tri-fold/poster board presentation

Lets Go!!!!

Name: _____ Date: _____

Researching Careers in Sports

What is the job title of the career you have chosen?

What is the career average salary?

What duties are associated with your career?

What are some characteristics/traits would you need to pursue this career?

Who Am I? Presentation Development Board

Once you completed your final draft, ask your coach (mentor) for a poster board. You will use your resources and final paper to complete your board. This board will express your clear career and life plans. Your Who I Am board should consist of the following plans:

Education/Academic Plan

College/Trade School/Training_____

Cost_____

Length of Time_____

Certificate/Degree/Diploma_____

Career Plans

Job Location_____

Salary_____

Hours of Work_____

Tasks_____

Personal Goals

House/Condo/Apartment_____

Family makeup_____

Pets_____

Vehicle_____

Vacation Plans_____

Use pictures to illustrate your interests!!!

What type of school must you attend and how long?

Does your desired position require a degree? _____

**If your position doesn't require a degree, how would you get into that field?
What is required to qualify for a position?** _____

Do you see this position as an actual career? Why or why not?? _____

What new information did you learn after completing your research? _____

Why would you be good in this field/profession? _____

Now that you've completed the research questionnaire, you are now ready to formulate your 5 paragraph essay. Each paragraph should contain about 5-6 thorough sentences. Be sure to edit your draft for any spelling errors.

Philadelphia Area Famous Athletes



PHILADELPHIA AREA ATHLETES

Refer to the Following list (or search your own list) of Philadelphia Born Athletes and answer the following questions.

Athlete's Name: _____

What sport does/did this athlete play? _____

What high school did they attend? _____

How did they get into their respected sport? _____

Did this athlete attend college? _____

What team does/did he/she play for now or where has their life taken them?

How are you inspired by the athlete you chose? _____

Final Project Presentation

Jobs that support the sports industry provide mental and physical health services, sales and marketing revenue, and sports media content. The following guide outlines some of the most popular careers in sports for non-athletes and how the growing presence of women in the industry. What Type of Sports Career is For You? Is the Culminating Event Question/Presentation. Youth will present why they choose the career of their choice and present to an audience in the format they desire.

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