B.S. SPORT & ENTERTAINMENT MANAGEMENT

Each year of this plan includes milestones that support the four pillars of career development — self-discovery, exploration, experience, and action. These milestones are here to guide you, not limit you — your journey may move at a different pace, and that's completely okay.

YEAR 1 | BUILD FOUNDATIONS

- ❍ Visit Garnet Gate & the August Student Org Fair to explore and join clubs or orgs for your major
- ❍ Check the major map & verify all first year academic grade requirements and understand the SPTE curriculum
- ❍ Examine success/support options like the Office of Student Advocacy
- ❍ Explore top SPTE employers
- ❍ Review your personal brand, specific interests & next steps by meeting with your HRSM CC
- ❍ Attend the Part-Time Job Fair in the fall/spring & the HRSM Expo
- ❍ Identify your career goals and take career & personality assessments to understand your skills, interests, values and strengths
- ❍ Explore SPTE major learning outcomes and full course descriptions to understand your major & future goals
- ❍ Explore your options to see where SPTE alumni are working & what skills they have developed
- ❍ Get involved to build on the eight Career Competencies employers look for
- ❍ Meet with HRSM CC to develop a customized career plan and resume

YEAR 2 | EXPLORE POSSIBILITIES

- ❍ Consider new experiences, part-time on-campus jobs, undergraduate research, and the HRSM Leadership Program to gain experience
- ❍ Review the SPTE overview
- ❍ Join MentorshipHub and LinkedIn to connect with USC Alumni
- ❍ Visit the Career Center and have your resume reviewed
- ❍ Explore the Career Center Toolkit for additional career readiness resources
- ❍ Visit the HRSM website to explore the student experience
- ❍ Investigate Graduation with Leadership Distinction
- ❍ Review research, engage in SPTE conferences, & read HRSM news to stay current
- ❍ Set up job shadowing and informational interviews to learn about opportunities
- ❍ Consider HRSM Faculty-led study abroad experiences
- ❍ Search for a summer internship to fulfill SPTE 295
- ❍ Explore companies that hire USC interns and local SPTE employers

YEAR 3 | FIND FOCUS

- ❍ Assess previous involvement & participate in leadership roles
- ❍ Join a new major-related club or organization to network & enhance skills
- ❍ Secure a summer internship, micro-internship, job shadowing or research experience to build on skills and enhance professionalism
- ❍ Attend SPTE conferences for career opportunities
- ❍ Explore trainings to enhance skills and knowledge for employability
- ❍ Attend panels, workshops, job shadowing & informational interviews to gain confidence & grow connections
- ❍ Reflect on your experiences and skills to see what areas need more development and update your resume
- ❍ Review past career assessments to see your top work values and skills sets
- ❍ Maintain relationships with HRSM SPTE faculty and past employers for networking and assistance
- ❍ Start thinking about after graduation plans & desired career path and work with HRSM CC to make a game plan
- ❍ Use online resources and the Career Center to connect with alumni and employers

YEAR 4 | PREPARE FOR LAUNCH

- ❍ Reach out to professors, supervisors, and key connections to write recommendation letters or to serve as references
- ❍ Join professional groups and set job alerts for your search
- ❍ Utilize any relevant resources to network & reach out to contacts
- ❍ Research online to know more about the companies and positions you are interested in and explore career paths, job titles, and salaries
- ❍ Investigate graduate school vs. full-time job & confirm your path for applications
- ❍ Verify graduation requirements and complete GLD
- ❍ Review & update your professional documents and online profiles
- ❍ Review your top skills & experiences from the last four years that are most relevant to a professional career
- ❍ Meet with a HRSM CC to create a plan for SPTE 495 & job search or meet with a PPA for grad school applications
- ❍ Engage in interview preparation & practice — create a document with your most relevant experiences and apply the STAR method
- ❍ Complete the graduation survey to share your post-grad plans

Legend

CC Career Coach
PPA Pre-Professional Advisor
Handshake
Gamecock GradStats

Revised June 2026

Career Center
UNIVERSITY OF SOUTH CAROLINA
sc.edu/career

GAMECOCK GRADSTATS DATA

Average Annual Salary of USC B.S. Sport and Entertainment Management Graduates*

$74,684

** 5-7 years after graduation*

Skills Employers Look for

(in no particular order)

Customer Service
Data Analysis
Digital Marketing
Event Planning
Leadership
Management
Marketing
Microsoft Excel
Microsoft Office
Organizational Skills
Project Management
Public Speaking
Sales
Social Media Management
Social Media Marketing

DON'T FORGET THESE IMPORTANT TASKS!

- ❍ Build & update your **Handshake** profile.
- ❍ Create & update **professional documents** (resume, CV, references, etc.).
- ❍ **Schedule an appointment** with Career Coaches and/or Pre-Professional Advising staff.

DISCOVER EMPLOYERS HIRING YOUR MAJOR

CAREER CENTER TOOLS

Check out the links below and explore all the tools the Career Center has to offer.

CANDID CAREER

Candid Career is our provider for thousands of video informational interviews with industry professionals. You can get real insight on careers, as well as tips to sharpen your the job search.

CAREERSHIFT

CareerShift is an online tool that allows you to search, select and store job listings from all job boards and all company job postings. You can also find up-to-date contact information for millions of companies.

GAMECOCK GRADSTATS

Explore the possibilities! Search & view USC students' post graduation career paths: where they work, skills they use, & how much they earn.

HANDSHAKE

Handshake is the Career Center's online resource for jobs, internships, events and employer connections. Handshake is also where you can find resources and make appointments with a career coach.

INTERSTRIDE

Interstride is a one-stop-shop that empowers you to thrive internationally.

MENTORSHIP HUB

Mentorship Hub is an online platform that connects the USC community. The platform provides career support, career resources, and an opportunity to mentor or seek mentorship.

WHAT CAN I DO WITH THIS MAJOR?

Explore unexpected career possibilities for your degree and see how other students turned their major into amazing careers.

Other Campus Resource Links:

- Academic Advising
- Center for Integrative and Experiential Learning
- Leadership and Service Center
- Office of Undergraduate Studies
- Undergraduate Research

The Career Center realizes that every student has a unique journey during their time here at the University of South Carolina. All students move at different paces along different paths. We acknowledge your individual needs and will meet you at whatever stage you are in. This document is meant to serve as a milestones guide to help you plan your future and your goals.