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| Logo  Description automatically generated |  | program foundation  Program Foundation Activity #2 |

# sports business skills identification

*Now that you have identified the current skill sets upon completion of the first activity, it is time to consider the skills associated with various job responsibilities for the various roles associated with a sports team or an event.*

*For your program to succeed, your organization management needs to put students in position to thrive. Identifying which “departments” require certain skills will help match you to the job responsibilities that set you, and your program, up for success!*

**Department General Skill Sets**

**Department/Group Skills**

**Marketing**  Written and oral communication, creative, leadership, time management, positive attitude, ability to “think outside the box”, problem solver

**Ticket Sales** Written and oral communication, sales skills, presentation skills, networking, time management, positive attitude

**Sponsor Sales** Written and oral communication, sales skills, presentation skills, networking, creative, time management, positive attitude

**Merchandise** Organizational, time management, creative, teamwork, attention to detail accounting & budgeting skills

**Concessions / Parking** Time management, teamwork, organizational, mathematic, and accounting & budgeting skills

**Public Relations** Written and oral communication, time management, multitasking, creative, networking, positive attitude, computer skills