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Independent Study & Mentorship

12 October 2018

Two Paths, Which One?

Date: 12 October 2018

Subject: College vs. Professional Athletics

MLA Citation: "Notre Dame to Partner with Legends and JMI Sports For Multimedia Rights, Marketing and Sponsorships." *PR Newswire*, 26 Apr. 2018. *Infotrac Newsstand*,

<http://link.galegroup.com/apps/doc/A536271784/STND?u=j043905010&sid=STND&xid=f0375>

d61. Accessed 11 Oct. 2018

Assessment:

Following the Business Symposium, one of the interviews led to the current research detailing the goal after college. As the research fixated along the question of what next? I decided to research the best option after the completion of an MBA. The target for jobs should actually be for college sports rather than professional sports. Some state that this is obvious however, college teams tend to fluctuate greatly with the constant gaining and losing of players. But in reality with approximately thirty professional teams per professional sports league versus the 180 plus division one college teams the answer is fairly obvious. With the information gathered, I now employ a key skill in creating a plan on the target "market" for jobs as if I were actually targeting an audience on a marketing campaign.

With the indication that rather than focusing on professional sports when the opportunities are far greater in collegiate sports, it led my understanding towards the idea that I should research further into the differentiations between professional and collegiate sports marketing. Additionally this information provided a new shift in focus in targeting potential contacts or mentors, as rather than looking only at professional organizations such as the Cowboys, Mavericks, and FC Dallas, my aim should be to get in touch with SMU, TCU, or UNT. With this new focus, I decided to ask further questions to an experienced businessman, Mr. Alan Mesches who then informed me of some of his acquaintances at colleges such as Clemson, and how with an MBA and a focus in sports marketing, professions such as athletic directors open up allowing for a more close relationship with the team. Therefore this information shifts my focus and goals going forward.

As the focus shifts to collegiate sports, this then influences the college outlook for myself, where I potentially look to shadow lead sports marketers while also being enrolled in a promising business school. Essentially in order to increase experience while also building a resume through a prestigious business school, the ability to move up in position shall become much easier, and will also ease the pressures of finding entry level jobs. Additionally while research showed bias, favoring college sports, this information actually caused disagreement in me, as most justifications for the bias was due to salary and benefits. This was unsettling to me as money is not my aim, my passion for sports is what drives me for the career. Besides the money, collegiate sports was still the clear choice due to the massive opportunity for entry level and higher level jobs.

In summary, the research detailing the superior aim for occupational opportunities lies with collegiate athletics rather than professional sports. This now shifts the goals and focus of the yearly independent study. Also this brings me to also look for mentors in colleges such as SMU, TCU, and UNT. While the search for a mentor continues, this also leads to another potential interview question detailing prior experiences if any with collegiate athletics, and also the question of differentiation between professional and college sports. Ultimately the research has guided my aim, thus answering the question of; what next?