

Examining Trends in the Sport Management Faculty Job Market: A Content Analysis of Professorial Position Announcements over the Past Five Years

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The purpose of this study was to examine the sport management academic openings to determine contemporary trends in the sport management faculty job market over the past five years. A content analysis was used to examine the announcements and advertised positions in sport management. This research methodology, according to Berger (2000), is one of the most commonly used approaches for examining communication (i.e., newspaper articles, diaries, television broadcasts) as it is a systematic, non-obtrusive, and replicable research technique. The analysis included only announcements for fulltime positions with descriptions that included sport management or a related field. The examination of six major outlets yielded an exhaustive listing of 655 sport management position announcements. The six outlets from which the positions announcements were secured included the Chronicle of Higher Education (302 [46%] of the 655 announcements came from this publication), physical education and sport management listserves (203, or 31%), the HigherEdJobs.com website (64, or 10%), school websites (19, or 3%), and miscellaneous sources (67, or 10%) such as newsletters, conferences, mailings, and publications and outlets.

For the coded material examined in this study, the unit of analysis was the position announcement or advertisement. Nineteen measures for each position announcement and advertisement were developed and coded. The Statistical Package for the Social Sciences (SPSS) was used to tabulate and summarize the results. The five years (2001-02 through 2005-06) included in this study yielded for analysis 655 sport management position announcements and advertisements. The results revealed that there was an average of 131 open positions each year of the study. The 158 positions advertised in 2005-06 reflects the continued growth of the field as sport management programs are expanding and new sport management programs are being created. The openings came from 12 different countries around the world. The majority of the positions - 91% (594 positions) - were located in the United States. Of those positions in the United States, most of the openings were in the Southeast, 219 (36.9%), with the Northeast accounting for 158 (26.6%) positions, and the Midwest representing 146 (24.6%) openings.

The majority, 323 (58.7%) of all of the advertised positions, was housed in academic units related to sport studies and the most frequently mentioned areas of need were marketing, finance, law, and facility management. Most of the advertised positions, 233 (35.6%), were seeking an appointment at the "Assistant" professor rank. Although the degree requirements varied across positions advertised, the majority, 451 (77%), required a doctorate (e.g., Ph.D., Ed.D.). The results revealed that 363 (61%) positions required applicants to have a demonstrated ability to teach and research only in sport management. The remaining 231 (39%) positions required the successful candidate to supplement their teaching and/or research in sport management with teaching in at least one additional area. The most frequently mentioned responsibilities that the advertised positions mentioned in descending order were teaching 589 (90%), research 336 (51%), advising 311 (48%), service 284 (43%), supervising interns 192 (29%), committee involvement 140 (21%), and thesis and dissertation advising 92 (14%). Finally, the study determined that 393 (60%) of the advertised positions required teaching experience while only 242 (37%) required research experience and 178 (27%) were looking for candidates with experience working in the sport industry. The implications of these results for sport management graduates, faculty, and programs will be discussed.