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# Kinesiology



PATRIOT



Center for STRATEGIC ADVISING  
& CAREER COUNSELING

# Career Options for Kinesiology Majors

This booklet contains specific information about majoring in kinesiology at The University of Texas at Austin, as well as career opportunities related to this major. The careers listed typically require a bachelor's degree, and special certification or training requirements are noted. Please use this booklet as an idea generator, rather than as a comprehensive list of all career options for Kinesiology majors. The career descriptions were obtained from the Center for Strategic Advising & Career Counseling (CSA&CC) library resources and career websites (see listing of sources on last page).

The first section, "Direct Career Opportunities," includes careers that use the coaching and conditioning skills acquired by kinesiology majors. The second section, "More Career Opportunities," lists careers that are potentially available to all College of Education majors who have related experience or coursework.

For kinesiology majors, there are many career options that require a master's or doctoral degree but do not require any particular undergraduate degree. Examples of these include law, international affairs, museum administration, library and information studies, hospital administration, and many more. For careers requiring graduate education, please visit our library or speak to a career counselor.

The CSA&CC offers many other services and resources to help you with your career planning. These include:

- Career Counseling
- Career Assessment
- Career Information Library
- Internship Information
- Graduate School Planning Assistance

Visit our website at [utexas.edu/ugs/csacc](http://utexas.edu/ugs/csacc) or call (512) 232-8400 for more information.

# MAJORING IN KINESIOLOGY AT THE UNIVERSITY OF TEXAS AT AUSTIN

Departmental Website: [www.edb.utexas.edu/education/departments/khe/](http://www.edb.utexas.edu/education/departments/khe/)

Campus Location: BEL222

Phone Number: 471-1273

## DESCRIPTION OF MAJOR

Kinesiology refers to the study of movement. In American higher education, the term is used to describe a multifaceted field of study in which movement or physical activity is the intellectual focus. Physical activity includes sports, exercise for improvement of health and physical fitness, and activities of daily living, work, dance, and play. It involves special population groups such as athletes, children, elderly, and persons with disability, injury, or disease.

## AREAS OF STUDY

Athletic Training

General Kinesiology

Health Promotion & Fitness

Sport Management

Teacher Education

## EXAMPLES OF COURSES

### **Kin 311K Sport Psychology**

The influence of psychological variables on sport performance, and the influence of sport participation on psychological phenomena

### **Kin 326K Kinesiology Biomechanical Analysis of Movement**

Study of the principles of equilibrium, force, and motion as applied to human movement.

### **Kin 332 Techniques of Fitness Leadership**

Practical application of theoretical content from exercise physiology, anatomy, and biomechanics. Emphasis on program design and development for healthy adults and special populations. Kinesiology 332 and 352K (Topic 12: Techniques of

Fitness Leadership) may not both be counted.

### **Kin 353 Sport Law**

Introduces the legal principles applicable to a variety of sport settings. Topics include tort liability, with a special emphasis on the effective management of risk; and constitutional law issues, focusing on the individual rights of amateur athletes and employees in sport organizations.

### **Skills gained by Kinesiology Majors**

Planning

Attention to Detail

Critical Thinking

Conditioning and Motivating

Coaching/Teaching

Organizing

## **DIRECT JOB OPPORTUNITIES**

This sampling includes careers that use the coaching and conditioning skills typically acquired by kinesiology majors.

### **SPORT MANAGEMENT**

#### **Account Executive for Special-Risk Insurance**

Price and write insurance policies for organizations with sports liabilities, such as health clubs, sports schools, sports teams, sports facilities, and athletic events. Work for special-risk division of an insurance agency.

#### **Athletic Department Development Director**

Secure funding for a university's athletic programs and department by creating and organizing events such as fundraising dinners, annual giving funds, and auctions. Seek gifts and endowments from individuals and corporate donors and cultivate scholarship sponsors.

#### **Business Manager, Professional Sports Team**

Coordinate all business contracts for team, obtain bids for services and products, screen employment applications, act as customer

service representative to fans, coordinate events with stadium managers, and organize all financial details and transactions for team.

### **General Manager, Professional Sports Team**

Coordinate day-to-day details of team, such as hiring and compensation, publicity, marketing, and budgets. Act as liaison with team owner and supervise business manager.

### **Marketing Director**

Develop ways to market a sports team, its name, and its players' personalities. Decide what kinds of advertising, promotions, and public relations will be most effective and coordinate with those departments. Negotiate and sell logo licenses to companies for licensed team products. Write marketing proposals for team manager to review.

### **Professional Scout**

Find and recruit talented athletes for professional teams. May negotiate contract and offer financial package. Make recommendations to team manager about current and future player procurement. Observe and research abilities and tendencies of opposing team and report information to coaching staff to help prepare for games.

### **Professional Sports Agent**

Represent professional athletes to locate a team, negotiate a salary and contract, and obtain product endorsements. May also represent coaches, officials, and team managers.

### **Promotion Director**

Coordinate all special events and promotions used to bring public attention to sports team. Develop creative promotional ideas, such as team merchandise, contests, or autograph signing sessions. Arrange public appearances for athletes on television and radio shows and act as liaison with fan groups. May supervise promotion manager or publicist.

### **Public Relations Director**

Coordinate all activities of public relations department, which includes supervising publicists, responding to fan requests,

developing written materials about the team, and interacting with the media.

### **Publicist**

Publicize a professional team and its players by interacting with the news media, scheduling public appearances, writing press releases, preparing statistical information sheets, and conducting press conferences. Work for sports team, public relations or publicity firm specializing in sports, or an entertainment firm that represents sports stars.

### **Sports Event Coordinator**

Oversee and coordinate all logistics of a sporting event, such as publicity and promotions, concessions, transportation, media coverage, and health and safety regulations. Troubleshoot problems as they arise. Work for sports facilities or sports promoters.

### **Sports Facility Manager**

Ensure financial success of sports facility, arena, or stadium by hiring and supervising staff, negotiating concessions contracts, and coordinating publicity, marketing, advertising, and budgeting personnel.

### **Sports Information Director, University**

Publicize collegiate athletic teams and players for one or more sports. Write press releases, act as information source for media, prepare player biographies and press kits, and coordinate press briefings and conferences.

### **Sports Statistician**

Collect, analyze, and compile sports statistics for use by media and publicity departments. May work for any sport and usually work for sports teams, television or radio stations, wire services, or private statistical companies.

### **Travel Coordinator, Professional Sports Team**

Coordinate all travel plans for sports team, negotiate rates, and travel with team to troubleshoot problems.

## HEALTH PROMOTION AND FITNESS

### **Corporate Fitness Coordinator**

Design and deliver a corporation's employee fitness program. Supervise and monitor participants, create incentive programs, and perform fitness evaluations. Hire, train, and supervise instructors and monitor and evaluate programming. Provide written reports and recommendations to supervisors.

### **Exercise Physiologist**

Design exercise programs for individuals who want to improve their fitness level or for patients trying to recover from or manage a medical illness or condition. Evaluate clients by taking vital signs and measuring strength and flexibility. Teach exercise routines and monitor progress. Work for universities, rehabilitation clinics, hospitals, sport and athletic programs, and health and fitness facilities. Often requires a master's degree.

### **Health and Fitness Educator**

Interview clients and evaluate nutritional status, develop tools to record progress, provide group and individual counseling and education, conduct workshops, and write educational materials. Work for spas, fitness centers, or corporate fitness programs.

### **Health Club Manager**

Coordinate and manage all aspects of a health and fitness club, including exercise equipment, classes, sports tracks and courts, and spa facilities. Hire, train, and supervise staff, increase membership, plan promotions and advertising, and maintain written records.

### **Health Promotion and Wellness Coordinator**

Create and implement programs and activities to promote health and wellness for patients and staff in hospitals and other health care facilities. Find ways to address health needs of surrounding community, such as health fairs, support groups, and medical screenings. Work with staff of marketing or public relations department.

### **Personal Trainer**

Assist clients one-on-one in attaining their desired level of fitness

and developing a fitness and exercise regime. Assess clients' current physical shape and expectations and then meet on a regular basis to teach and monitor a specifically tailored exercise plan. Most often work on a freelance basis.

### **Recreation Program Manager**

Plan, organize, and evaluate citywide recreation programs, including sports, games, hobbies, arts & crafts, and special events. Conduct needs assessment to determine recreational needs of community, implement programs, supervise staff, and interact with city administrators.

### **Sports and Fitness Program Coordinator**

Create and implement programs for facilities such as community centers, nonprofit organizations, recreational centers, resorts, health clubs, and schools. Assess needs of facility users and evaluate current programming in use. Develop plan for program, including budget, location, pricing and bids for necessary equipment, and hiring recommendations. Implement program by hiring, training, and supervising staff, coordinating work, conducting evaluations, and writing summary reports.

## **TEACHING AND EDUCATION**

### **Athletic Director, School**

Develop, administer, and manage the athletic programs and physical education department of a school or school district. Hire and supervise physical education teachers, coaches, and instructors. Prepare budgets, select instructional materials and equipment, and communicate frequently with school principal or superintendent.

### **Coach, High School**

Coach one or more sports teams for a school. Select players, plan practices, communicate school rules and policies, and teach good sportsmanship and teamwork. Work with athletic director, superintendent, and/or principal to develop athletic programming for school. Assist athletically talented students in earning sports scholarships.

### **Coach, Professional Sports Team**

Motivate, train, and coach players to help them compete at their highest possible level. Provide input about selection of team members. Plan practices, develop strategies, and devise game tactics. Formulate policies about non-game conduct, such as curfews and substance use.

### **Coach, University Sports Team**

Prepare athletic teams for competitive play at games, tournaments, and championships. Recruit and select players, assess player strengths and weaknesses, and assign positions. Plan practices, develop strategies, and devise game tactics. Depending on size of college, may teach, prepare budgets, or order equipment.

### **Physical Education Teacher, Elementary or Secondary School**

Develop activities and teach classes to promote concepts of health, fitness, and sportsmanship to students. Document student progress, prepare budgets, and request needed equipment. Requires teacher certification.

## **GENERAL KINESIOLOGY**

### **Dance/Movement Therapist**

Work with individuals of all ages, groups and families in a wide variety of settings, such as psychiatric and rehabilitation facilities, schools, nursing homes, drug treatment centers, counseling centers, medical facilities, crisis centers, and wellness and alternative health care centers. Focus on helping clients improve self-esteem and body image, develop effective communication skills and relationships, expand their movement vocabulary, gain insight into patterns of behavior, and create new options for coping with problems. May require additional certification or graduate degree.

### **Manufacturer's Representative**

Represent a sporting equipment manufacturer by selling its line of products at the wholesale level to retail stores and professional and high school teams. Focus on sales in a particular territory. Travel in territory to meet with existing and potential customers and attend sales conventions and trade shows. Communicate

technical specifications of products to customers.

### **Occupational Therapist**

Rehabilitate patients with conditions that impair their ability to cope with the tasks of daily life. Analyze patients' potentials and limitations and select appropriate therapeutic activities. Requires a graduate degree in occupational therapy.

### **Physical Therapist**

Use therapies such as exercise, stretching, ultrasound, water, or massage to restore function and promote healing following a disabling condition of the muscles, nerves, joints, or bones. Plan, provide, and monitor treatment programs. Requires a graduate degree in physical therapy.

### **Recreation Therapist**

Provide treatment services and recreation activities to individuals with disabilities or illnesses. Develop plans to maintain the physical, mental, and emotional well-being of clients. Help integrate people with disabilities into the community by teaching them to use community resources and recreational activities. Requires specialized coursework or a graduate degree in therapeutic recreation.

### **Sports Photographer**

Take photographs of sports-related events and people. Use photo-editing software and create individual shots, photo essays, or montages for publication or purchase. Attend sports games, matches, tournaments, and events. Work for newspaper, magazines, advertising agencies, public relations firms, sports facilities, teams, individual players, or on a freelance basis.

### **Sports Psychologist**

Work with athletes at all levels who are trying to enhance their performance and enjoyment of sports. Help clients develop a mental training routine that uses their unique strengths to define and set goals and accurately evaluate past performance. May work with injured athletes and/or travel with sports teams. Requires a doctoral degree in sports psychology.

### **Sports Retail Manager**

Manage all aspects of retail store that sells sports, recreation, or exercise equipment. Hire, train, and supervise employees. Oversee operation of the store, handle customer problems, and act as a buyer by talking with manufacturing representatives and ordering new products.

### **Sportscaster**

Report on all news related to sports and athletic events at a regularly scheduled portion of the news program. Seek out sports information and news, organize it, write it and present it on the air. Research sports-related issues, such as league labor negotiations and strikes, the lives of local sports personalities, and charity events involving sports figures. Review syndicated and wire service sports stories, choose video footage to be used on the air, offer play-by-play segments, interview sports figures on and off the air, create special sports features.

### **Sportswriter**

Write news articles and feature stories related to the sports industry. Attend games, tournaments, special events, and press conferences and conduct background research for stories and articles. Work for newspapers and magazines.

### **ATHLETIC TRAINING**

Much of the career options listed in the other kinesiology areas also apply to Athletic Training.

### **Athletic Trainer**

Evaluate injuries associated with competitive athletics, provide immediate treatment and referral, create injury prevention programs, plan injury rehabilitation programs, and education and counsel athletes about health issues. Requires a bachelor's degree in athletic training or specialized postgraduate training.

## **MORE JOB OPPORTUNITIES**

This section lists other opportunities that may be available to all College of Education majors. Entry into these careers usually requires internship or volunteer experience or relevant

coursework in addition to a kinesiology degree. This is a sampling of job opportunities; for more options and ideas, please visit the career information library.

## **ADVERTISING/MARKETING/SALES**

### **Advertising and Promotions Manager**

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

### **Buyer**

Purchase merchandise directly from manufacturers and resell it to retailers (wholesale buyer) or purchase goods from wholesalers for resale (retail buyer). Become expert in particular kind of merchandise (such as clothing or electronics), stay informed about new trends, analyze customers' buying preferences, and decide what merchandise employer will sell.

### **Customer Service Representative**

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

### **Real Estate Agent**

Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans. Requires a state license.

### **Sales/Service Manager**

Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

## **BUSINESS**

### **Corporate Foundation Worker**

Help corporations support projects and social service agencies in the community by screening proposals, giving presentations, and advising company boards which projects to fund.

### **Insurance Agent**

Assist companies and individuals in selecting the most appropriate insurance policies. Consult with clients, write reports, maintain records, and help process insurance claims. A professional license is required, and business courses can be helpful.

### **Loan Officer**

Provide guidance and information for prospective loan applicants. Analyze and verify clients' creditworthiness. May negotiate repayment plans with delinquent borrowers. Work for commercial banks, credit unions, and other financial institutions.

### **Management Consultant Analyst**

Analyze business problems by collecting information from both internal and external sources, developing possible solutions, and then making recommendations to management team. Usually work for consulting firms, who hire recent college graduates for 2-3 year analyst positions.

### **Retail Manager**

Oversee profitable operation of retail stores, including hiring and supervising employees, managing inventory, and managing the budget. May be responsible for merchandise promotions and advertising.

## **CORPORATE COMMUNICATIONS**

### **Corporate Recruiter**

Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and make job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and

non-profit organizations.

### **Diversity Officer**

Research, analyze, and monitor staffing policies to achieve diversity goals. Conduct outreach activities to identify and attract qualified women and minority applicants for company openings.

### **Human Resources Specialist**

Create and carry out human resource programs and policies including staffing, compensation, benefits, immigration, employee relations, training and health and safety programs. Assess employees for promotion.

### **Meeting & Convention Planner**

Coordinate all aspects of group meetings and conventions, including speakers, location, audio-visual equipment, and publicity. Work for nonprofit organizations, professional associations, hotels, corporations, and government agencies.

### **Public Relations Specialist**

Write articles for internal publications, write press releases, assemble press kits, arrange speaking engagements, assist in fundraising activities. Work in a variety of settings: business, government, non-profit, and education.

## **EDUCATION**

### **College Academic Advisor**

Advise education majors at all levels about selection of courses, schedule planning, and other academic issues. May present seminars and workshops and develop and implement academic programs and refer students to other campus resources.

### **College Admissions Officer**

Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.

### **Corporate Trainer**

Develop and conduct individual, group, and classroom training for employees on a wide variety of subjects. Develop training manuals, handouts, procedures, and supplemental training materials. Other duties involve test creation and administration for the advancement of employees.

### **Disability Services Coordinator**

Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses.

### **Residence Life Coordinator**

Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

## **ENVIRONMENT AND OUTDOOR**

### **Environmental Education Specialist**

Plan, develop, and conduct programs to inform public of historical, natural, and scientific features of national, state, or local parks.

### **Green Marketing Analyst**

Create innovative ways to introduce environmentally conscious products into the marketplace. Analyze sales data and consumer spending habits and consult with other marketing team members and graphic designers.

### **Outdoor Guide**

Lead groups on trips involving outdoor recreational activities such as fishing, hiking, nature photography, wildlife observation, or canoeing. Provide educational information about physical environment, wildlife, climate, and ecology. Work for tour companies, ranches, parks, or on freelance basis.

## **Recycling Coordinator**

Design and implement curbside and drop-off recycling and hazardous waste programs through city governments or private firms. Conduct public outreach campaigns to educate people about the advantages of recycling. May ensure compliance with ordinances or apply for grants.

## **Tour Guide**

Escort individuals or groups on sightseeing tours or through places of interest, such as national parks, industrial establishments, public buildings, and art galleries.

## **GOVERNMENT**

### **Legal Assistant**

Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.

### **Legislative Analyst**

Perform quantitative and qualitative analysis of information needed by legislators and other government officials. Evaluate policy issues and options, write reports, conduct briefing meetings, and respond to inquiries.

### **Legislative Assistant**

Meet with lobbyists, arrange committee and subcommittee hearings, assist in developing legislation and amendments. Respond to requests for information, prepare memos and reports based on completed research for legislators.

### **Lobbying Organizer**

Distribute information about a particular issue or organization, recruit volunteers, solicit funds, and organize such efforts as rallies, letter-writing campaigns, and voter registrations drives. Work for special and public interest groups as well as professional lobbyists.

### **Political Party Staffer**

Work to advance a political party's agenda by recruiting and training candidates, preparing for conventions, planning fundraisers and publicity events, and supporting elected officials. Internship experience is especially helpful.

## **HUMAN SERVICES**

### **Americorps Volunteer**

Serve full-time for a year in organizations and agencies throughout the country, work to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide. Benefits include an Education Award or an end-of-service stipend.

### **Community Organizer**

Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.

### **Social Service Caseworker**

Help families and individuals secure assistance from social service agencies. Interview clients to understand degree and nature of problems and refer to appropriate community resources. May determine eligibility for financial assistance and/or advocate on clients' behalf to government or nonprofit agencies.

### **Volunteer Coordinator**

Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

### **Youth Organizer**

Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental

projects, residential activities, and outdoor/sports activities.

## **INTERNATIONAL**

### **ESL/ESOL Teacher**

Provide rigorous and appropriate instruction to international students that supports the acceleration of English and appropriate academic content. Serve as a liaison between the student, his/her family and the school, by providing cross-cultural information to all parties that foster positive relationships.

### **Foreign Service Officer**

Analyze and report on political and economic developments, including agricultural trends, humanitarian and social conditions. Identify export markets, negotiate international agreements, and interpret US policies and interests for foreign governments, opinion leaders and publics. Issue visas to foreign nationals, provide development assistance, and arrange cultural exchanges.

### **Intelligence Officer**

A member of the armed forces, police officer or civilian intelligence agency who specializes in the gathering, fusion and analysis of information and intelligence in order to provide advice to their government or another organization.

### **Interpreter/Translator**

Enable the cross-cultural communication necessary in today's society by converting one language into another. Must remain sensitive to the cultures associated with their languages of expertise.

### **Peace Corps Volunteer**

Peace Corps Volunteers work internationally in the following areas: education, youth outreach, and community development; health and HIV/AIDS; agriculture and environment; business development; and information technology. Within these areas, the specific duties and responsibilities of each Volunteer can vary widely.

## **MEDIA/PUBLISHING**

## **Copy Editor**

Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

## **Copywriter**

Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material for use by publication or broadcast media to promote sale of goods and services.

## **Grant Writer**

Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.

## **Staff Writer**

Research and write articles for magazine. May write article promos, short features, author bios, or photo captions. May work on freelance basis or for one particular magazine.

## **Travel Writer**

Write features with detailed, accurate, timely and up-to-date information regarding destinations, hotels, restaurants, tours, activities, etc, using a variety of sources of information. Involves thorough research and travel.

## **RESEARCH**

### **Information Broker**

Perform research for clients in business, healthcare, government, law, and science. Uses Internet, database, and library resources to find specific information. May also analyze information, write reports, and train clients in information retrieval. Often work for consulting firms or on freelance basis.

### **Institutional Researcher**

Write institutional and policy histories; research and report on current issues, long-range trends; edit records; manage archives. Work for government agencies, private corporations, public archives and libraries.

### **Market Research Analyst**

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

### **Publications Researcher**

Research story and script ideas; maintain research files on topics and people; verify stories for accuracy. Work for newspaper, magazine, or book publishers.

### **Survey Researcher**

Design or conduct surveys. May supervise interviewers who conduct the survey in person or over the telephone. May present survey results to client.

## **SOURCES**

Great Jobs for Physical Education Majors by Nancy Giebel.  
McGraw- Hill, 2004.

Careers for Sports Nuts and Other Athletic Types by Ray Heitzmann. McGraw- Hill, 2004

Opportunities in Sports and Fitness Careers by Ray Heitzmann.  
McGraw- Hill, 2003.

Career Opportunities in the Sports Industry by Shelly Field.  
Checkmark Books, 2004.

Women's sports foundation: [www.womenssportsfoundation.org](http://www.womenssportsfoundation.org)