



# Health, Wellness, &

# Sports Management

# Placements

Interns who choose a placement within the Health, Wellness, & Sports Management career field will have the opportunity to bring utility to people’s lives by helping them overcome a host of health issues, lead active lifestyles, enjoy recreational activities, and more. Interns can expect to get exposed to industry lingo, project cycles and timelines, as well as common support and concerns that companies tackle.

## Skills You’ll Learn and Apply During a Health, Wellness, and Sports Management Internship

- Account Management
- Building Brand Awareness
- Business Development
- Client Relations and Support
- Event Management
- Market research
- Marketing and Promotion
- Product Design
- Project Management
- Research and analysis
- Research Regulations & Standards
- Social Media Marketing
- Stakeholder Support Plans
- Technical Support

## Health, Wellness, and Sports Management Companies Cross Section

5%



are Large Companies or International Corporations

55%



are Small and Medium-sized Enterprises

40%



are Start-up & Entrepreneurial Companies

## Host Company and Project Examples

### Vietnamese Sports Clothing Store and Online Platform

**Marketing Intern** supporting the online sales department in reaching target markets and developing A/B testing for content and outreach.

### UK Health and Wellness Site focusing on Strong Content and Product Promotion

**Social Media Intern** creating a content calendar to post new blogs, tweets, and images well developing some personal and external content.

### International workout equipment company focused on live group trainings

**Data Analysis Intern** working alongside the technology department to review market trends and create internal reports on process efficiencies and scope for improvements