

University Name	Conference	Job Title	Primary Duty
Ball State University	MAC	Associate A.D. for External Affairs	Oversee all areas of marketing, gameday, corporate sales and communications. Football communications.
		Director of Athletics Communications and Marketing	Oversee all areas of marketing with emphasis on football, men's basketball. Communications responsibilities: MBB, M golf, W golf
		Assistant Director	Marketing for WBB, Communications for WBB and Soccer Assistant
		Director	Marketing for WVB, Communications for WVB and MVB
		Assistant Director	Marketing for Olympic Sports, Communications for Olympic Sports
		Graduate Assistants (2)	Marketing for Olympic Sports, Communications for Olympic Sports
Boston College	ACC	Associate AD for External Operations	Strategic Planning, contract negotiations and execution, sponsorship development, multimedia services, advertising/ticket sales planning, radio/television development, concessions/bookstore/programs, on campus relations ODSD/Alumni, hospitality administration, game day administration
		Associate Director of Marketing and Licensing	Football game day management, Men's basketball administration, licensing/CLC/Logo management, video/audio/collegiate images coordinator, advertising sales for football and Men's Basketball, Marketing Coordinator for baseball and softball, graphic design, cheerleading and mascot administrator
		Assistant Marketing Director	Women's basketball administration, community relations development, charity requests administration, marketing coordinator for field hockey and volleyball, kids club administrator, fan fest administrator, special events coordinator, marching band and pep band coordinator
		Assistant Marketing Director	Men's Hockey Administrator, marketing coordinator for Men's and Women's Soccer, marketing website/streaming administrator, email database coordinator, UGBC planning and development, student communication/events/advertising coordinator, marketing coordinator for Olympic Sports, student committee administrator
		Director of Radio Operations	Manages talent, radio operations and staff
		Affiliate Recruitment Coordinator	Develops relationships with affiliates
Bradley University	MVC	Assistant Athletic Director for External Affairs	Corporate Sponsorships and Marketing of Men's Basketball
		Associate Director of Marketing	Marketing for 13 sports: Wbasketball, Msoccer, Wvolleyball, baseball, softball, Mtennis, Wtennis, M golf, Wgolf, Mcross country, Wcross country, W indoor track and field, W outdoor track and field
		University graphic designer and Third party graphic	All graphic design
		Student Marketing Interns (6)	Assistance with all sports
Cal Berkley	PAC 10	Asst. AD for Business Development	oversight of game day experience, ticket sales and brand management. Liaison with ISP Sports for sponsorships and CLC for domestic licensing program. Merchandise partnership with XP Events.
		Director of Ticket Sales	advertising and all outbound sales initiatives
		Asst. Director of Ticket Sales	group sales
		Asst. Director of Ticket Sales	student and campus marketing as well as community outreach programs
		Database Marketing Manager	management of Smart DM relationship (system). Development and sending of all emails for the department. Growing and cleansing the database.
		Director of Game Day Experience	oversight of promotions and in game activities (football, women's basketball, softball and Olympic sports)
		Associate Director of Game Day Experience	Special Event coordination (men's basketball, pregame tailgate party and baseball)
		Director of Brand Management	assist with licensing, work with all departments on defining and building consistency with our brand - advertising, web site, etc.
Video Coordinator	All Access content, videos for emails, production for in game video board, television spots, etc.		

		Publications Manager	Design of all marketing materials and advertising, web site production, assisting other departments with their needs.
Canisius College	ECAC, MAAC	Associate AD External Affairs	Oversee all marketing, corporate sales, ticketing, licensing, merchandising initiatives for department plus sport supervisor for baseball, hockey, m&w swim and synchro swim
		Graduate Assistants (3)	Coordinate fulfillment, assist with graphic design, assists with video spots, part time ticket manager
Cleveland State University	Horizon League	Associate Athletic Director for External Affairs	Oversees Marketing, development, sports information, sponsorship sales
		Director of Corporate Partnerships	Solicits sponsorships and fulfillment
		Marketing Coordinator	Marketing, sells sponsorships, contract fulfillment
		External Affairs Intern (2)	Assists with marketing and external affairs
Dartmouth College	Ivy League	Assistant AD for Marketing and Promotions	All corporate sales and fulfillment, marketing and promotions for football, and men's and women's hockey, event management, all graphic design
		Marketing Intern	Assist with graphic design, marketing and promotions for men's and women's basketball, event management, kids club management
Elon University	Southern	Marketing Director	Everything
		Interns	assistance
		Assistant Director for marketing	web services with art design for the web
Florida Atlantic University	Sun Belt	Assistant Athletic Director- Licensing, Marketing, and Sales	Football, Men's Basketball, Licensing, merchandising, development, sponsorships, Radio/TV Broadcast, Advertising Placement, Internet
		Marketing and Ticket Sales Intern (3)	Football, MW Soccer, MW Basketball, Junior Owl Club, Volleyball, Softball, Baseball, Campus Liaison, Orientation, Community Relations
Florida State University	ACC	Director of Marketing	Football and manages office
		Assistant Director of Marketing	Men's Basketball and co #2 for football
		Assistant Director of Marketing	Baseball and co #2 for football
		Marketing Assistant	Volleyball and #2 on Baseball
		Marketing Assistant	Soccer and Women's Basketball
		Marketing Assistant	Softball and Olympic Sports
Georgetown University	Big East	Assistant Director of Marketing	all marketing, promotional activities, in-game atmosphere for the 27 sports, creative design duties for promotional items, and e-commerce efforts via website
		Intern (4)	assists all of the above
Idaho State University	Big Sky	Assistant Athletic Director- Marketing and Corporate Sales	Football, Men's & Women's Basketball marketing and promotions, Corporate sales, and Event Management
		Assistant Director of Marketing and Promotions	Volleyball, Soccer and Softball marketing, Assistance with all other sports and marketing functions
James Madison University	ECAC	Director of Athletics Marketing	Football, Men's Basketball, and Women's Basketball, Marketing and Promotions
		Director of Corporate Sales	Sales and Hospitality
		Director of Multimedia Communications	Radio and Hospitality
		Marketing Associate	Soccer, Field Hockey, Volleyball, Baseball, Softball, and Lacrosse, marketing and promotions
		Administrative Assistant	Administrative duties and graphic design
Lehigh University	ECAC	Director of Ticket Ops and Event Marketing	tickets, and marketing for all 25 sports
		Group Sales and Promotions Manager	all in-game promotions and the execution of a lot of our advertising
		Outsourced Graphic Design	graphic design
		Interns	assistance
Loyola Marymount University	West Coast	Assistant AD- Marketing, Tickets, and Promotions	Marketing and Event management for all 21 sports
		Corporate Relations Manager	securing and fulfilling Corporate sponsorships
Loyola University Chicago	Horizon League	Director of Marketing and Promotions	All Corporate Sponsorships, Marketing and promoting all sports, Game management Men's and Women's Basketball and Volleyball, broadcasting contracts with radio, television, and internet
Marquette University	Big East	Assistant AD- Marketing and Sales	Oversight of all sports, primary contact for Men's Basketball

		Assistant Director of Marketing and Sales	Primary contact for volleyball and Women's Basketball
		Assistant Director of Marketing and Sales	One person sales staff and assistance at men's basketball
		Marketing Assistant Intern (2)	Assistance with all sports
Marshall University	C-USA	Director of Marketing and Promotions/ Ticket Sales	Football, Men's and Women's Basketball marketing, event management, and ticket sales. Olympic Sports marketing. Supervise 2 GA's and Interns. Athletic Dept. liaison with ISP Sports.
Michigan Tech	GLIAC	Assistant AD Interns	Game management, advertising/marketing/promotions,
Mount St. Mary's University	Northeast, ECAC, MAAC	Assistant AD/ Marketing, Promotions, Development Administrative Assistant	Marketing, fundraising and promotions for all 19 division I programs, in charge of game operations for Men's and Women's Basketball, Soccer and Lacrosse. Oversight of Men's and Women's Soccer, Golf, Tennis, Softball, Baseball, Women's swimming and ticket office. Corporate sponsorships and athletic alumni relations. All paperwork
Northwestern University	Big Ten	Assistant AD for Marketing and Sponsor Services	Football Marketing and event management, Women's Soccer marketing and event management, Men's and Women's Swimming marketing and event management, Fencing marketing and event management, Men's and Women's Golf marketing for the select events we have, oversee group sales program, oversee band.
		Assistant Director of Marketing	Football pregame fan fest area/ game program sales/ gameday staff member, Volleyball marketing and event management, Field Hockey marketing and event management, Women's Tennis marketing and event management, Baseball marketing and event management, Baseball marketing and event management, Charity donation program
		Marketing Assistant (hourly position)	Football gameday staff member, Men's Soccer marketing and event management, Men's Basketball marketing and event management, Wrestling marketing and event management, Lacrosse marketing and event management, Wildcat Kids' Club, Sports Marketing club coordinator, Oversee cheerleaders, dance team and mascots
North West Missouri State University	MIAA	Director of Athletic Marketing, Promotions and Licensing Interns	Responsible for all duties pertaining to our sports Assistance
Ohio Northern University	OAC	Director of Athletics	Responsible for all duties
Ohio State University	Big Ten	Marketing (6) Creative Services (3) Event Management (5) Graduate Assistant (1)	Sell tickets, generate revenue and attendance, provide entertainment graphic design and departmental branding Coordinate the events, championships and facility rentals
Ohio University	MAC	Director of Marketing Assistant Director of Marketing Director of Multi-Media Marketing	Football, Men's Basketball, Volleyball, Softball, ISP Sponsor fulfillment, Media Women's Basketball, Baseball, Non-Ticketed sports, Kids Club Graphic Design, Commercial Production, OBSN TV Network
Purdue University	Big Ten	Associate Athletics Director for external relations and marketing Director, Advertising and Promotions Assistant Director, Advertising and Promotions Graduate Assistant, Graphic Design	oversees all external operations including marketing, spirit, sports info, Purdue sports properties, licensing, Big Ten Network football and men's basketball marketing, work with assistant director on non-revenue sports (14), primary contact for ad agency, responsible for all in game marketing and promotional efforts volleyball and women's basketball marketing, work with director on non-revenue sports, oversee internship program, tournament hospitality responsible for design work not completed by ad agency

		Promotions Interns (32)	unpaid undergraduate students that assist with development of marketing plans for 14 non-revenue sports and work game days in all sports
		Administrative Assistant	assist with daily operations: phones, budgets, mail, files, records, etc.
Robert Morris University	Northeast, ECAC, CHA	Associate AD, Marketing and Sales/Executive Dir.Colonial Athletic Club	All Sports marketing, fundraising, in-game promotions and some game management
		Graduate Assistant (part time)	All ticketing and some operations (football, men's/women's basketball, men's/women's hockey)
		Undergraduate Student Intern	Special event marketing, in-game promotions (football, basketball)
		Undergraduate Student Intern	In-game promotions (hockey)
Samford University	OVC	Assistant AD, Marketing	Marketing, promotions, ticket operations, event management-primary sport/Football, oversight of all other sports, major corporate partners, budget/finance, advertising/PR, video and broadcasting
		Director of Marketing	Men's basketball/volleyball/softball marketing and promotions, assist with football, supervise assistant and inter, assist with corporate partnerships and fulfillment of contracts
		Asst. Director of Marketing	Soccer/Women's Basketball/ other Spring sports marketing and promotions, assist with football and basketball, assist with corporate partners new partner development
		Marketing Intern	Group tickets and promotions, community awareness, baseball marketing and promotions, charity requests administration, student communication/ on campus marketing
		Operations/ Ticket Intern	Student worker administrator, hospitality administrator, game operations assistant, ticket promotions and execution, donor fulfillment
Siena College	MAAC	Marketing Manager	in charge of 18 Division I programs, tickets, in-game promotions, department special events, community service
		Interns (31)	make up the marketing team and assist the marketing manager
Southern Methodist University	C-USA	Director of Marketing	Oversee all advertising for sports, work with ad agency and media buying company, create all branding and strategies, work with in game coordinator to provide direction of game presentation, work with staff on all events, concentrate on all sports but focus and advertising dollars is on football/basketball
		Assistant Director of Marketing of In-Game Presentation	Develops all scripts for all games; works with production crew; books halftime performances; football/basketball/volleyball
		Assistant Director of Marketing	Plans and implements tailgating area; works with sales department to ensure spot; makes sure brand and look is efficient; works with student groups to generate interest and in charge of Junior Mustang group and focuses on events surrounding these groups.
		Marketing Assistant	Concentrates on developing community outreach to local schools and groups focuses on soccer
University of California, San Diego	CCAA	Senior Associate for External Relations and Marketing	all marketing for all 23 sports
		Assistant AD for Marketing	
		Intern (several)	
University of Cincinnati	Big East	Assistant AD	Marketing, advertising, event management for football and basketball. Oversees all sales efforts (season, group, individual).
		Assistant Director, Marketing	assistant with above, also manages football and basketball pregame party areas, giveaways, etc. Liaison with student groups, on campus groups and community groups. Manages community outreach program. Responsible for the purchase of all promotional materials.
		Group sales and promotions managers (4)	marketing and ticket sales, Olympic sports and event management/ marketing for the Olympic sports which include Volleyball, men's soccer, women's soccer, lacrosse, baseball, and women's basketball

			Marketing of volleyball, softball, flyer distribution, maintenance of the student work area, "Coog for a Coog" program, ticket sales/"Red Raves", marketing of football, day to day marketing efforts and additional projects as assigned, marketing of men's basketball, marketing/ promotions link on UHCougars.com, marketing at Houston Dynamo Games
University of Houston	C-USA	Marketing Assistant	
		Volunteer Marketing Assistant	Oversees marketing of track and field, maintenance of the storage closet, assists with: marketing of football, trade agreements, day to day marketing efforts and additional projects as assigned, orientation conferences, marketing of women's basketball, marketing at Houston Dynamo Games
University of Michigan	Big Ten	Assistant Athletic Director/ Marketing and Promotions	Lead marketing department- philosophy, goal-setting, direction, oversight of all marketing plans, fulfillment of all corporate partnerships, director marketing: football, men's and women's basketball, hockey, direction of football corporate hospitality program, oversight of budgets and office management
		Assistant Director- Marketing and Promotions	Direct marketing: Field Hockey, Men's Basketball, Men's Gymnastics, print projects, student program, football and men's basketball activations, You tube program management, musical enhancement, account representative
		Assistant Director- Marketing and Promotions	Direct Marketing: Women's soccer, Hockey, Women's Gymnastics, Football corporate hospitality, Hockey activations, game entertainment program, promotional enhancement, account representative.
		Assistant Director- Marketing and Promotions	Direct Marketing: Volleyball, women's basketball, baseball, student worker program, web page and web Liaison, M Mail e-Marketing Program, video board enhancement, account representative
		Marketing and Ticket Split Position	Direct marketing: men's soccer, wrestling, softball
		Marketing and Promotions Assistant	Marketing assistance: volleyball, women's tennis, men's basketball, baseball, track and field, rowing, sponsor activations-MBB, editor of the "Maize 'n Blue", Football: Pioneer Corner Management, Group Ticket Program, Ticket Office: Digital Ticketing Support, Office Management
		Marketing and Promotions Assistant	Marketing Assistance: women's soccer, men's gymnastics, men's tennis, women's basketball, swimming and diving, water polo, Direct Kids Go Blue Club, supervision of fan photo program, sponsor activations-Hockey, Brick program maintenance, ticket office: digital ticketing support, office Management
University of Montana	Big Sky	Marketing Director	Football, Men and Women's basketball marketing and promotions, spirit squads, graphic design
		Assistant Marketing Director	Olympic Sport marketing and promotions
		Marketing Interns	Soccer or Volleyball, Football and Men's and Women's Basketball assistance
University of Nebraska	Big 12	Associate AD/ External Operations	Oversee marketing, licensing, concessions, spirit squad and life skills
		Director of Corporate Marketing, Licensing and Concessions	Corporate relations, prospecting, corporate fulfillment and direct concessions and licensing
		Director of Athletic Marketing	Direct sports marketing efforts for all 23 sports; corporate fulfillment; group ticket sales
		Marketing Associates (2)	these are 2 year paid appointments. Sport marketing for basketball, assist with student intern supervision, football pre-game pavilion
		Undergraduate student Interns (10)	assist with marketing efforts and gameday marketing operations for all 23 sports
		staff secretary	marketing office operations
University of North Florida	Atlantic Sun	Director of Marketing	corporate sponsorships, all gameday marketing and event management, licensing, etc.

University of Nevada, Las Vegas	Mountain West	Associate AD of External Affairs	Oversees marketing, ticketing, sports information, merchandise and sponsorships
		Director of Marketing and Advertising	Football, Men's Basketball, Baseball, Women's Soccer marketing and event management
		Director of Promotions and Licensing	Women's basketball, men's soccer, volleyball, softball marketing and event management
		Graphic Arts Coordinator	All graphic design
		Marketing Assistant (Paid Intern)	Assistance with Football, Men's Basketball, Baseball and Women's Soccer
		Marketing Assistant (Paid Intern)	Assistance with Women's basketball, men's soccer, volleyball and softball
		Marketing Assistant (Unpaid Intern)	Distribution of marketing materials
University of New Mexico	Mountain West	Associate AD External	Community Outreach, Marketing oversight
		Director of marketing	Football, Women's Basketball
		Director of marketing	Men's Basketball, Spirit Groups
		Director of Sales	Ticket Sales
		Event Marketing Manager	Run athletic contests
		Marketing Assistant	1/2 of Olympic sports, FB/BB support
		Marketing Assistant	1/2 of Olympic sports, FB/BB support
		Cheer Coach	Spirit Group management/marketing, administration support
		Marketing Student (4 per semester)	On site support, some office planning
University of New Orleans	Sun Belt	Associate AD for External Affairs	oversees partnerships, foundation, media buying, ticket operations, novelty sales, all revenue streams
		Marketing Director	promotes games and is in charge of all gameday activities- music, promos, spirit groups, etc.
University of the Pacific	Big West	Director of Athletic Marketing	In game promotions, advertisement, sponsorship sales, video operations, publications (we do outsource many of our projects to two different graphic design companies), cheer and dance advisor, coordinate and promote special events
		Graduate Assistant for Tickets and Marketing	Group ticket sales, day to day operations, in game promotions
		Graduate Assistant for Marketing and Promotions	In game promotions and day to day operations
University of Pittsburgh	Big East	Assistant AD for Marketing and Promotions	External Marketing Campaigns for FB, MBB, WBB, ticket sales for FB, MBB, WBB, media buyer, budget management
		Associate Director of Marketing and Promotions	Assist with advertising, Event management for FB, MBB, and special events
		Associate Director of Licensing and Group Sales	Online Sales, Pittsburgh Panthers Team Store, Licensing, Corporate Ticket Program/promotions
		Assistant Director of Marketing and Internet Services Coordinator	Internet Services Coordinator and event management for WBB
		Director of Panther Vision Production Services	Management of Panther Vision Production, TV and Radio ad production, highlight films, website production
		Marketing Assistant Intern (2)	Olympic Sports and special events
University of Portland	West Coast	Marketing Director	
		Groups and Promotions Manager	
		Box Office Manager	
University of Richmond	Atlantic 10	Assistant AD Marketing and Fan Development	Football and Men basketball marketing and event management as well as marketing for all sports
		Marketing and Promotions Coordinator	Women's basketball marketing and event management as well as marketing collaboration/ assistance on all sports
University of San Diego	West Coast	Assistant Director of Marketing Intern (10)	Oversees everything assists AD of Marketing
University of Southern Mississippi	C-USA	Assistant Athletic Director/ Marketing and Sales	Football, Men's Basketball, Ticket Sales, Licensing, Spirit Groups
		Coordinator of Athletic Sales	Season and single game (group and corporate) ticket sales for football, men's basketball and baseball
		Marketing GA #1	W soccer, W basketball, baseball, kid's club
		Marketing GA #2	W volleyball, M basketball, baseball
			<i>Responsibilities of managing these sports includes: marketing plans, game management/ atmosphere, group sales/ promotions, advertising, etc.</i>
University of South Florida	Big East	Assistant AD Marketing and Event Management	Football, Men's and Women's marketing and event management

		Marketing and Event Coordinator	Softball, Volleyball marketing and event management
		Marketing and Event Coordinator	Soccer, Baseball marketing and event management
		Creative Coordinator	All graphic design
		Marketing and Event Assistant	Assistance with all sports
University of Tennessee	SEC	Associate AD, Sales and Marketing	Football, Men's Basketball marketing and game presentation, Vol network relationship, major in-house corporate contracts, licensing
		Director, Sales and Marketing	Men's Basketball Marketing Plan and Promotions, Baseball Marketing and promotions, assist with football, supervise student and Intern staff, primary contact on Coke account
		Director, Sales and Marketing	Women's Basketball, Softball, Volleyball, Soccer Marketing and Promotions, assist with football, primary contact on Verizon account
		Assistant Director, Sales and Marketing	Group Ticket Sales Coordinator, responsible for direct marketing strategies and database growth and management, primary staff liaison with Ticket Office
		Administrative Assistant	Office management, answering phones, keeping files, maintaining office budget records
University of Utah	Mountain West	Director of Marketing	Football, M basketball, gymnastics, media buying and liaison with outside sponsorship arm and oversight of entire department
		Assistant Director	W soccer, M basketball assistant, softball, student interns
		Assistant Director	Volleyball, football assistant, W basketball, baseball
		graphic designer and media buyer	outsourced
Vanderbilt	SEC	Director of Marketing	
		Associate Director of Marketing/Sales	
		Associate Director of Marketing/Online Services	
		Assistant Director of Marketing/Promotions (2)	
		Assistant Director of Marketing/Group Sales	
Virginia Commonwealth University	Colonial Athletic	Assistant Athletic Director for Marketing and Promotions Intern (3)	Marketing for all our sports teams (16), sponsorship sales, event management, oversee our spirit squads assist with event management
Western Kentucky University	Sun Belt	Associate AD for marketing	Oversees all marketing/licensing/apparel/website, works jointly with director of marketing on planning of marketing for football, men's basketball and women's basketball, primary contact for marketing and gameday activities for baseball.
		Director of Marketing	Oversees marketing and game day activities for Football, Men's Basketball, Women's Basketball, Volleyball, Men's and Women's Soccer, and softball, also kids club, ball kids, student rewards, cheer, dance, pep/marching band and mascot
Western State of Colorado	Mountain West	Athletic Director	Responsible for soliciting/cultivating all corporate partners, regular and special event title sponsors, primary fund-raiser for all areas including booster drive, capital campaigns, planned giving, grant writing, etc.
		Assistant Athletic Director for Media and External Relations	Sports information director, special events, booster club
		Assistant Athletic Director/ Senior Woman Administrator	Responsible for all home events, organizing and implementing halftime branded events with corporate partners