



WHY IT MATTERS... SPORT, EXERCISE & HEALTH



Loughborough University

Luke Seymour

Graduate Management Trainee

Studying Sport Management shows my interest in sport, that for most people shows characteristics such as hard working, driven, determined and persistent which 1 month into my grad scheme is clear that I will need.

Sport Management has given me the heads up on how businesses run and what sort of environments I might come across when it comes to the management of not just people but budgets, sales, marketing etc.

I think my degree provides such a broad range of learnings that it could almost be applied in any career path, but so far I am definitely making it relevant in the world of retail management.



Post 16 Education:

A Level PE, Biology and Business

Higher Education:

BSc Sport Management

What is Sport Management about?

It's about understanding how the sports industry operates and the main concerns for businesses involved; including Marketing, Accounting, Law and HR. There's an emphasis on how government departments and budgets affect the industry, an on understanding both not for profit and commercial organisations.

Why did you want to study Sport Management?

I enjoyed everything about sport and then being introduced to the world of business at school, meant that Sport Management seemed, and was, a perfect balance.

I also knew that my career prospects would still be broad, and I didn't know 100% what I would want to do.

Luke's advice: Make sure the decisions you make about your future are of your own accord, not just what your mates are doing or what your family want you to do.

Do as much research as possible about future career paths and where certain paths could take you.

Remember it's fine to not know what you want to do, even if everyone around you does.





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Luke's experience as a student

I chose Loughborough because of its prestige in sports; in particular cricket, as well as the campus being more impressive than others.

I was involved in the Athletic Union Cricket club for my first 2 years, so gained access to some of the best facilities in the UK. I challenged myself against teammates with better skill than myself, only making me better.

My dissertation was on the marketing and commercialisation of Cricket in the UK, with special application to The Hundred, a new Cricket league (that was cancelled for 2020). During my research I interviewed a CEO of a county cricket club, development professionals, brand owners and many fans. It was interesting to compare the points of view of professionals in the industry to fans and my own opinions and good to gain experience in make-believe consulting for a national governing body like the ECB.

My favourite module was on sponsorship, having to write a sponsorship proposal to and from companies of our choice. I chose to represent the ECB and The Hundred, writing to Red Bull, a brand I became familiar with on my placement.



Luke's Career

I am currently a Graduate Management Trainee at Lidl on their Graduate Management Programme. This was one of many graduate schemes I applied for and was the pick of the bunch when it came to choosing between job offers, because of its prestige, management focus and rotational schedule.

I believe my experience on my placement year at REL Field Marketing as a Field Sales Representative as well my sporting background is what helped me get the job. Lidl love to see how your attitude and outlook on life will enable you to learn and develop quickly.

Being a Loughborough graduate and having that sales experience has definitely geared me up to be an efficient learner, and Lidl are all about efficiency.

Loughborough University offers undergraduate degrees in

Sport Science, Coaching and Physical Education / Sport and Exercise Science / Sport Management / Sport and Exercise Psychology / Psychology / Sport Technology

Please note: Degrees and their titles change over time. Some graduates may have studied degrees that have evolved and changed in response to changes in demand from employers.