The primary objective of this course is to provide the students with comprehensive exposure to the significant topics facing the Sports Business industry.

**COURSE OBJECTIVES:**

Through a wide-range of class lectures, class discussions, relevant guest speakers and experiential learning opportunities, students will be exposed to multiple major topics affecting the business side of sport.

**Students Will:**

1. Become familiar with key concepts & terminology that are unique and relevant to the sports business industry.

2. Understand and demonstrate the importance of both management and marketing principles as they pertain to global sports entities.

3. Gain an appreciation for the unique challenges involved in managing sports business enterprises in rapidly changing environments.

4. Initiate professional networking activities within the Sports Business industry by meeting and interacting with major industry executives.

**ATTENDANCE:**
Given the interactive nature of this course it is imperative and required for students to attend all scheduled class sessions and examinations.

- All students must complete all course requirements to receive a grade in this course.

- Class sessions run 1:00-4:00 Tuesdays and Thursdays. With guest speakers being scheduled for each class, it is imperative and required for students to arrive at least 5 minutes before classes begin to avoid interruption.

**CLASS PARTICIPATION:**

Students in this course will be exposed to a significant amount of information in a compressed time-period. They will also be exposed on a daily basis, to some the key leaders in the North American Sports Business industry. As such, it is incumbent upon each student to come to class prepared and ready to engage in informed and respectful discussion with fellow classmates, instructors and guests. Active participation provides for quality learning opportunities that students are advised to take advantage of. The instructor will reserve 10% of the course grade for each student to be assigned on the basis of each student’s level of participation throughout the course.

**MOBILE PHONES:**

The use of mobile phones and related devices are a distraction in the classroom and the use of these devices will not be tolerated under any circumstance. All students will silence their devices before entering the classroom. This rule also applies during the off-sight experiential learning opportunities. Failure to honor this rule will result in negatively affected class marks.

**COURSE MATERIALS:**

**Text:** Course Reader is available for purchase in the university bookstore and is based on sections of the following texts:

- The Business of Sports, Text & Cases on Strategy & Management (Foster, Greyser, Walsh)
- Principles and Practice of Sports Management (Masteralaxis, Barr, Hums)
- The Business of Sports (Rosner and Shropshire)

**RECOMMENDED RESOURCES:**

- Smith & Streets Sports Business Journal
- Sports Illustrated
- ESPN: The Magazine
- ESPN: Outside the Lines
- The Sporting News
- The Power of Real-Time Social Media Marketing
- Blue Ocean Strategy
- NBC Sports Network
CLASSES:

Class topics and materials for each week of the course are as outlined on the attached course schedule. Given the pace and condensed nature of the course it is imperative to do the readings prior to class in order to provide you with the ability to make positive contributions to the class(s). Classes will consist of a various forms of delivery including lectures, case studies, discussions, experiential opportunities and numerous presentations from senior executives throughout the sports industry. Preparation is critical and all students are encouraged to be active learners throughout this course.

EXAMINATIONS:

There will be both a midterm and final examination in the course. Exams will draw from all aspects of the course, including lectures, cases studies and guest speakers. Again, active participation and attendance are critical to your success.

APPLIED MANAGEMENT PROFESSIONAL PRACTICUM FIELD PROJECT:

In order to receive a grade in this course, you will be required to participate in a real-life Professional Practicum with a recognized sports organization. Details of the practicum project will be provided during the first week of the course.

EXAM & ASSIGNMENT POLICY GUIDELINES:

All examinations must be taken during the scheduled examination time. Late work and missed presentations will receive a grade of zero.

The UCLA School of Management and MEMES are committed to academic honesty and integrity. As such, all cases of alleged plagiarism, cheating on examinations and similar forms of academic dishonesty will be reviewed by the appropriate disciplinary bodies. Students found to have engaged in academic dishonesty will fail the course in addition to any discipline imposed by the university.

Written assignments will follow APA guidelines for the purpose of referencing any published materials.

COURSE GRADING SCHEME:

CLASS PARTICIPATION (ATTENDANCE, PARTICIPATION, BEHAVIOR) 10%
PERSONAL BRAND ASSIGNMENT 5%
CASE STUDY ASSIGNMENTS & PRESENTATIONS 10%
INTERNSHIP PROJECT 20%
SPEAKER REVIEWS 10%
MIDTERM EXAM 20%
FINAL EXAM 25%
## Course Schedule (Subject to change)

<table>
<thead>
<tr>
<th>Class #</th>
<th>Topic (S)</th>
<th>Text and Case Reading</th>
</tr>
</thead>
</table>
| 1       | **INTRODUCTION AND COURSE OVERVIEW**  
**SPORTS MARKETING:**  
Sports Marketing Overview, Club Marketing, Branding & Fan Avidity  
**GUEST SPEAKER:**  
TBA | Ch. 3 Mast  
Ch. 6 & 7 BOS |
| 2       | Sports Technology  
**GUEST SPEAKERS:**  
Schuyler Hoversten, President, LA KISS |  |
| 3       | Agents  
**GUEST SPEAKER:**  
Leigh Steinberg, CEO, Steinberg Sports & Entertainment | Ch. 11 Mast  
Ch 5 - Thornton |
| 4       | Stadiums & Arenas  
**GUEST SPEAKER:**  
Luc Robitaille, James Cefaly, Josh Vielleux, LA Kings, Greg Isaacs, NFL NTWK | CH.3 - Gladden |
| 5       | Guest Speaker:  
*Ted Yeschin, Senior Director, Business Development, WASSERMAN* | Ch 9 - Foster |
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
<th>Speaker Details</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Wed</td>
<td></td>
<td><strong>Sports Broadcasting</strong></td>
<td><strong>CASE DISCUSSION:</strong> MAN UNITED / NFL / NBA</td>
<td>CH.17 Mast</td>
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<tr>
<td>JULY 9</td>
<td></td>
<td><strong>GUEST SPEAKER:</strong> Greg Isaacs, VP &amp; GM Digital Media NFL Network</td>
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<tr>
<td>7 Mon</td>
<td></td>
<td><strong>Sponsorship Continued:</strong> GUEST SPEAKER:**</td>
<td><strong>Jennifer Van Dijk, VP Digital, Wasserman</strong></td>
<td>Ch.9 Foster</td>
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<td>JULY 14</td>
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<td>8 Wed</td>
<td></td>
<td><strong>Finance and Economic Principles in Sport</strong></td>
<td><strong>GUEST SPEAKER:</strong> Felisa Israel, President/CEO 10 Fold Entertainment</td>
<td>Ch 4 - Mast</td>
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<tr>
<td>JULY 16</td>
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<tr>
<td>9 Mon</td>
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<td><strong>Legal Principles in Sports Management</strong></td>
<td><strong>CASE DISCUSSIONS:</strong> BRITNEY CECIL/TEXAS RANGERS/MARTY MCSORELY</td>
<td>CH. 5 Mast</td>
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<tr>
<td>JULY 21</td>
<td></td>
<td><strong>GUEST SPEAKER:</strong></td>
<td><strong>David Meltzer, CEO Sports 1 Marketing</strong></td>
<td>CH. 6 - Thornton</td>
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<tr>
<td>10 Wed</td>
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<td><strong>Ethics in Sport</strong></td>
<td><strong>GUEST SPEAKER:</strong> Kim Widdess, Sr. VP Events &amp; Guest Services, LA 2015 World Games</td>
<td>Ch: 1 Thornton</td>
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<tr>
<td>JULY 23</td>
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<td>11 Mon</td>
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<td><strong>Sports Sponsorship</strong></td>
<td><strong>GUEST SPEAKER:</strong> Janet-Marie Smith, VP Development, LA dodgers</td>
<td>Ch 15 Mast + Supp</td>
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<td>JULY 28</td>
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<tr>
<td>12</td>
<td></td>
<td><strong>FINAL EXAM</strong></td>
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Wed
July 30  COURSE WRAP-UP