The specific functions UCLA Anderson MBA students enter in the Retail industry include:

- Digital/E-commerce
- Strategy
- Marketing
- Corporate Finance
- Supply Chain
- Buying

**ACADEMICS**

MBAs who choose careers in Retail enjoy working in dynamic environments that provide constant exposure to consumer retail products in areas such as apparel and accessories, home goods, technology products and other consumer goods. Courses will help to drive a better understanding of the intersections between the consumer, technology, and retail channels by building the necessary skills in strategic thinking, analytics, and digital marketing to succeed in this industry.

Specializations: General Management, Brand Management, Marketing Analytics, Entrepreneurship

**SAMPLE ELECTIVES**

- Advertising & Marketing Communications
- Business Analytics with Spreadsheets
- Customer Assessment & Analytics
- Data Analytics for Marketing & Finance
- Entrepreneurship & Venture Initiation
- Global Supply Chain Management
- New Product Development
- Brand Management
- Sales & Channel Management
- Consumer Behavior
- Digital Marketing Analytics
- Business Plan Development
- Marketing Strategy & Planning
- Price Policies

**CAREER**

The following are some of the hiring organizations for UCLA Anderson MBA students in Retail (both full-time employment and summer internships):

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**CAPSTONE: APPLIED MANAGEMENT RESEARCH (AMR) – SAMPLE PROJECTS**

- Evaluated opportunities to improve margins for a luxury candy boutique in order to help the company better understand factors impacting costs and make strategic recommendations to improve margins
- Identified new store locations and create a 3-year roadmap for retail expansion within the US for a footwear and accessories retailer, and evaluated new revenue streams for flagship locations
- Analyzed the business model of a jeweler and provided strategic recommendations to shift from brick-and-mortar retail model to a direct-to-consumer online retail model

**RESOURCES**

- Retail Business Association
- Retail Career Night
- Days-on-the-Job (DOJ)
- Retail Bay Area Trek
- EVOLVE Retail Business Conference
- Anderson Career Team (ACT)
- Dinners for Eight (D48s)
- In-store Visits

Information subject to change.

bit.ly/uclamba-retail
The Retail Business Association (RBA) provides UCLA Anderson students with the tools they need to develop into future business leaders in the retail industry. The RBA serves to strengthen Anderson students’ knowledge of the retail industry and the various functions within it, such as marketing, finance, operations, merchandising and more. The club supports students’ desires to learn more about the retail industry, enter the retail sector and/or launch their own businesses.

Joe Benoit – President

Hometown: San Diego, California
Pre-MBA: Consultant – Deloitte Consulting
Summer Internship: Global Operations – Nike
Post-MBA Goals: Retail Strategy & Operations Consulting
Anderson Highlight: Surfing with classmates in Costa Rica over Spring Break
Ask Me About: Sailing, Surfing, Survivor (the reality show)
Contact Me: joseph.benoit.2023@anderson.ucla.edu

Stephanie Benjamin – Executive Vice President

Hometown: Bedford, New York
Pre-MBA: Senior Manager of Planning – UNTUCKit
Summer Internship: Retail Leadership Development Program – Amazon
Post-MBA Goals: Director of Strategy at a sustainable apparel company
Anderson Highlight: Paddle board yoga with my section
Ask Me About: Planning the Evolve Retail Conference
Contact Me: stephanie.benjamin.2023@anderson.ucla.edu

Giacomo Prandelli – Vice President of Admissions

Hometown: Rome, Italy
Pre-MBA: Investment Banking Associate – HSBC
Summer Internship: Venture Capital
Post-MBA Goals: Social Impact Venture Role
Anderson Highlight: Thanksgiving Dinner for International students
Ask Me About: Surfing, soccer, Italian food
Contact Me: giacomo.prandelli.2023@anderson.ucla.edu