

SPORTS @ ANDERSON

» ACADEMICS

Students interested in **Sports Management** can choose a wide range of functions to study, including marketing, finance, business development, and data analytics. The interdisciplinary courses you take will help support you in positions across a number of different organizations, including leagues, teams, e-sports agencies, sporting goods/apparel companies, tech companies, and media organizations.

Specializations: Entertainment, Executive Development

SAMPLE ELECTIVES

- Sports Management
- Sports Marketing Management
- Examining Video Game Industry: State of Play
- Making Creativity Profitable in Entertainment & Technology
- Content Creation & Exploitation in the Digital Age
- Managing Disruptive Technologies & Business Models
- Technological Innovations in Media & Entertainment
- Innovations in Sports Marketing
- Entertainment Finance
- Entertainment Business Models
- Intellectual Property: Law & Strategy
- Entertainment Strategy
- Product Management
- Entertainment Marketing

» CAREER

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



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

- Strategy ▪ Operations ▪ Business Development ▪ Marketing ▪ Finance ▪ Data Analytics

» CAPSTONE: APPLIED MANAGEMENT RESEARCH (AMR) - SAMPLE PROJECTS

- Evaluated mobile strategy for a sports franchise, including exploration into what type of technology would be required and examination of the benefits from increased fan engagement via data capture and ability to analyze fan behavior
- Structured an optimized membership program for a golf operator by analyzing profitability impact and developing a marketing strategy to attract customers
- Investigated opportunities to enhance fan loyalty/rewards program for a top sports franchise

» RESOURCES

- Sports Business Association
- Day-on-the-Job Treks and Speaker Series
- Dinner for Eights (D48s) with Sports Industry Leaders
- Center for Media, Entertainment & Sports (MEMES)
- Game Day Sports Case Competition
- PULSE Sports, Entertainment, & Tech Conference
- Sports Career Night

Information subject to change.

bit.ly/uclamba-sports

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The Sports Business Association (SBA) is dedicated to providing educational and professional opportunities for UCLA Anderson students interested in the sports industry. In addition, the SBA offers resources for members to create professional networks and contacts within this unique business industry by organizing speakers, dinners, professional and student panels, and job treks.



Michael Kirchner – *President*

Hometown: Kensington, Maryland

Pre-MBA: Engagement Manager – McKinsey & Company

Summer Internship: Engagement Manager – McKinsey & Company (sponsored)

Post-MBA Goals: Strategy Consulting, GTM Strategy within Sports

Anderson Highlight: 1st place @ Sports Analytics Conference Case Competition

Ask Me About: SBA, managing priorities, MBA trips

Contact Me: michael.kirchner.2023@anderson.ucla.edu



Sam Wilbur – *Vice President of Admissions*

Hometown: Dana Point, California

Pre-MBA: Associate – Spencer Stuart

Summer Internship: Business and Data Strategy – LAFC

Post-MBA Goals: Business Strategy/Front Office at a Pro Sports Franchise

Anderson Highlight: Whistler Ski Trip

Ask Me About: Academic internships, getting involved with admissions

Contact Me: samuel.wilbur.2023@anderson.ucla.edu



Audrey DeVaughn – *Vice President of Marketing*

Hometown: Minneapolis, Minnesota

Pre-MBA: Strategy Consultant – Accenture

Summer Internship: Global Marketing Intern – Nike

Post-MBA Goals: Marketing Strategy within sports (Nike, LA28, TikTok)

Anderson Highlight: Superbowl Live Experience at the LA Convention Center

Ask Me About: Sports marketing / the intersection between sports & TikTok

Contact Me: audrey.devaughn.2023@anderson.ucla.edu