

# ENTERTAINMENT @ ANDERSON

## ► TRANSFORMATIVE ACADEMICS

Our **Entertainment/Media** curriculum delivers a unique blend of professor-led, practitioner-led, and co-taught courses that partner world-class faculty and Entertainment & Media industry experts. Students get hands-on experience by engaging in real-world projects with leading media & entertainment companies. Courses provide both technical skills and industry knowledge in strategic management, business models, and operating principles.

**Specializations: Entertainment Management, Technology Leadership**

### SAMPLE ELECTIVES

- Entertainment Finance
- Innovation in Media & Entertainment through Technology
- Examining Video Game Industry: State of Play
- Entertainment Business Models
- Intellectual Property for Managers
- Sports Management
- Making Creativity Profitable in Entertainment & Technology
- Content Creation & Exploitation in the Digital Age
- Entertainment Marketing
- Product Management

## ► ROI: CAREER BOOST

Some hiring organizations for UCLA Anderson MBA Students in Entertainment & Media roles (both full-time employment and summer internships) include:



hulu

The Walt Disney Company

NBCUniversal



Specific Entertainment/Media functions UCLA Anderson MBA students enter include:

- Business Development
- Strategy
- Brand Marketing
- Corporate Finance
- Digital Disruption

## ► CAPSTONE – SAMPLE APPLIED MANAGEMENT RESEARCH PROJECTS

- Developed an integrated marketing strategy and identified the target audience for an independent feature film, analyzing implementation costs in theatrical and ancillary film markets in the US
- Examined brand perception of a leading provider of digital television, and strategically defined future brand positioning recommendation for the Latin American market
- Investigated opportunities to enhance fan loyalty/ rewards program for a top sports franchise
- Designed a market entry strategy for the expansion of a top entertainment software publisher and developer into international sales channels

## ► ANDERSON RESOURCES

- Alumni Mentoring Program
- Dinner for Eight with Media Execs
- Center for Media, Entertainment & Sports
- Media Industry 101 Workshops
- PULSE Conference
- Entertainment Treks to NYC and Silicon Valley
- Entertainment that Matters Speaker Series
- Days-On-The-Job (DOJs)
- Entertainment Career Nights

Instagram: @uclaandersonema



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WITH  
STUDENTS :**

