

RETAIL @ ANDERSON

► TRANSFORMATIVE 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 success in this industry.

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

SAMPLE ELECTIVES

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

► **ROI: CAREER BOOST** Some hiring organizations for UCLA Anderson MBA Students in Retail (both full-time employment and summer internships) include:



bloomingdale's



amazon

TOMS

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

- Strategy • Digital/E-Commerce • Corporate Finance • Marketing • Supply Chain • Buying

► CAPSTONE – SAMPLE APPLIED MANAGEMENT RESEARCH 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 created 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.

► ANDERSON RESOURCES

- Retail Career Night
- EVOLVE Retail Business Conference
- Anderson Career Teams (ACT)
- Dinners for Eight (D48)
- In-store Visits
- Days-On-The-Job (DOJ)
- Retail Bay Area Trek



**CONNECT
WITH
STUDENTS:**



Instagram: @rba_uclaanderson