

SPORTS @ ANDERSON

▶ TRANSFORMATIVE 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

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

▶ ROI: CAREER BOOST

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



PlayVS



YAHOO!
SPORTS



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

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

▶ CAPSTONE – SAMPLE APPLIED MANAGEMENT RESEARCH 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 gold operation 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

▶ ANDERSON RESOURCES

- *Center for Media, Entertainment, and Sports*
- *Game Day Sports Case Competition*
- *Sports Career Night*
- *PULSE Sports, Entertainment, & Tech Conference*
- *Dinner for Eights (D48) with Sports Industry Leaders*
- *Days-On-The-Job Treks and Speaker Series*

Instagram: @uclaandersonsba



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WITH
STUDENTS:

