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

- 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:

NFL  NBA  PlayVS  Dodgers  adidas  Nike

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

CONNECT WITH STUDENTS: