Parker’s Tiered Approach to Career Management

Career skills are taught through multiple channels with varying degrees of specificity. The partnership between the clubs and Parker allows us to introduce and practice the appropriate skills needed for each industry and function.

<table>
<thead>
<tr>
<th>More General</th>
<th>More Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parker Series</td>
<td></td>
</tr>
<tr>
<td>ACT</td>
<td></td>
</tr>
<tr>
<td>Club Activities</td>
<td></td>
</tr>
<tr>
<td>Advising</td>
<td></td>
</tr>
<tr>
<td>IPT</td>
<td></td>
</tr>
</tbody>
</table>

**Educational Objective**

- **Overview, high-level instruction and practice career building and networking skills**
- **High-level career building skills and industry and function specific education**
- **In-depth industry, technical or functional education, and networking opportunities**
- **Personalized sessions to develop recruitment plans and advice about career trajectory**
- **Optional interview prep teams for a few industries to prepare for case and behavioral interview questions**
Entertainment & Sports at Anderson Overview

Summer Internships for Class of 2024
Industry Breakdown within Entertainment & Sports (8.5% of Class)

- General, 53.1%
- Gaming, 15.6%
- TV/Film/Broadcast Media, 9.4%
- Management & Services, 6.3%
- Digital Media, 6.3%
- Sports & Sports Management, 9.4%

Class of 2024 Internships Functions within Entertainment & Sports

<table>
<thead>
<tr>
<th>Function</th>
<th>% of Accepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Intelligence/ Data Analyst</td>
<td>18.8%</td>
</tr>
<tr>
<td>Strategic Planning</td>
<td>12.5%</td>
</tr>
<tr>
<td>Business/ Corporate Development</td>
<td>12.5%</td>
</tr>
<tr>
<td>Content Strategy &amp; Analysis</td>
<td>9.4%</td>
</tr>
<tr>
<td>Marketing Research &amp; Analytics</td>
<td>9.4%</td>
</tr>
<tr>
<td>Product Marketing</td>
<td>9.4%</td>
</tr>
<tr>
<td>Product Management</td>
<td>6.3%</td>
</tr>
<tr>
<td>Corporate Finance/ FP&amp;A</td>
<td>6.3%</td>
</tr>
<tr>
<td>General Management &amp; Operations</td>
<td>6.3%</td>
</tr>
<tr>
<td>Other</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Class of 2023 FT Comp. – Entertainment & Sports (8.2% of Class)

<table>
<thead>
<tr>
<th>Feature</th>
<th>MEAN</th>
<th>RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Base Salary</td>
<td>$129,624</td>
<td>$80,000-$155,000</td>
</tr>
<tr>
<td>Signing Bonus (54.5% reported)</td>
<td>$24,958</td>
<td>$10,000-$95,000</td>
</tr>
<tr>
<td>Receiving Stock/Options – 33.3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Virginia Eastwood

- **Hometown:** Monterey, CA
- **Undergrad:** San Diego State University; Film & Television Production & Business Management
- **Prior Career:** Franchise Management at NBCUniversal and DreamWorks Animation
- **MBA Internship:** Strategy & Business Development at Fox Entertainment
- **Current Role:** President, EMA
The Entertainment Management Association prepares students for careers in the entertainment industry through a robust series of professional and educational events. At over 300 members, the EMA offers leadership opportunities for FT MBA, FEMBA, and EMBA students.

The EMA provides networking opportunities with both the extensive Anderson alumni network and the greater entertainment community. A strong relationship is maintained at prominent entertainment companies, including:

WARNER BROS. DISCOVERY, NBCUniversal, The Walt Disney Company, FOX Entertainment, Paramount, SONY PICTURES, MAX, Peacock, UNIVERSAL MUSIC GROUP, Disney+, hulu, TUBI, Pluto TV, SONY MUSIC, WARNER MUSIC GROUP, SHOWTIME, LIONSGATE, Amazon Studios, CAA, Google, Roku, A24, Spotify, NETFLIX, hello sunshine, Youtube.
VGBA Student Profile

Shannon Brown

• **Hometown:** San Jose, CA

• **Undergrad:** University of California, Los Angeles; Communication Studies

• **Prior Career:** Agency Account Management for video game PR & Marketing

• **MBA Internship:** Activision, Product Management for Call of Duty

• **Current Role:** President, Video Game Business Association & VP of Gaming, EMA
The Video Game Business Association (VGBA) is Anderson’s newest professional organization that prepares students for careers in the video game vertical of the entertainment industry through a tailored series of professional, networking, and educational events.

It’s FREE to join for ‘24-25! (With the recommendation to also become an EMA club member😊)

The VGBA maintains relationships and has alumni with many companies, including:

- Activision
- Blizzard
- King
- Riot Games
- Xbox
- EA
- WB Games
- PlayStation
- Sega
- Twitch
- Unity
- 2K
- Scopely
- Roblox
- Bungie
- Square Enix
- Epic Games
- Jam City
Entertainment Industries & Functions

- **Film & Television**
  - Core Functions:
    - Business Development & Strategy
    - Corporate Finance
    - Corporate Strategy
    - Distribution
    - Marketing
    - Partnerships & Sales
    - Research & Analytics
    - Strategic Planning & Operations
  - Industry-Specific Functions:
    - Content Acquisitions / Strategy (Film & Television)
    - Franchise Management (Film & Television)
    - Product Management (Tech, Gaming)
    - Data Insights & Analysis (Gaming)

- **Tech-Entertainment**

- **Gaming**

- **Music**
SBA Student Profile

D. Keith Beasley, Jr.

- **Hometown:** Durham, North Carolina
- **Undergrad:** University of North Carolina at Chapel Hill
- **Prior Career:** EY & C-Town Sports Agency
- **MBA Internship:** Microsoft
- **Current Role:** President, SBA
SBA Student Profile

Ben Tenbrink

- **Hometown:** Overland Park, Kansas
- **Undergrad:** Kansas State University
- **Prior Career:** Deloitte
- **MBA Internship:** Elevate Sports Ventures
- **Current Role:** Executive Vice President, SBA
The goal of the **Sports Business Association (SBA)** is to provide resources for our members to learn about the sports industry and find employment opportunities. In addition, the SBA acts as an academic and research source for sports organizations and raises awareness of the value MBAs can deliver in the industry. The SBA has over 100 current members.
The Full Ecosystem of Sports at Anderson

Key Committees:
- Operations
- Partnerships
- Career Development
- Finance

Key Features:
- Academic Excellence
- Unparalleled Access
- Thought Leadership
- Alumni Network

Program Highlights:
- Sports Management MBA Specialization
- Sports Management Undergraduate Minor
- Thought Leadership
- Community
Below are some common industries and functions across sports:

<table>
<thead>
<tr>
<th>Industry Verticals</th>
<th>Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teams/Leagues</td>
<td>Data Analytics</td>
</tr>
<tr>
<td>Agencies</td>
<td>Finance</td>
</tr>
<tr>
<td>Sporting Goods/Apparel</td>
<td>Marketing</td>
</tr>
<tr>
<td>Ticketing</td>
<td>Business Development</td>
</tr>
<tr>
<td>Sports Betting</td>
<td>Operations</td>
</tr>
<tr>
<td>Technology</td>
<td>Strategy</td>
</tr>
<tr>
<td>Media Rights</td>
<td></td>
</tr>
</tbody>
</table>
## Sample Recruiting Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Parker</th>
<th>EMA &amp; VGBA</th>
<th>SBA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>September</strong></td>
<td>Industry Research Resume</td>
<td>Member Kickoff</td>
<td>Member Kickoff</td>
</tr>
<tr>
<td><strong>October – December</strong></td>
<td>ACT Starts Networking: Introductions Build Company List Academic Internship Search Begins Interview Prep</td>
<td>101 series continues Days on the Job (some travel) Interview Prep Teams Company Research &amp; Applications</td>
<td>Virtual and In-person Days on the Job (NYC, Portland, SF) Global Sports Business Forum at UCLA Game Day Case Competition at UCLA Fall Career Night</td>
</tr>
<tr>
<td><strong>January</strong></td>
<td>Mock and Job Interviewing Continues</td>
<td>D48s and D410s Entertainment Career Night Interview Prep Team Academic Internships (potential)</td>
<td>Academic Internships Begin (LAFC, Wasserman, etc.)</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>Networking: Follow-up Conversations</td>
<td>PULSE Conference Paramount Case Competition Interview Prep Potential company treks</td>
<td>SBA Career Night</td>
</tr>
<tr>
<td><strong>March</strong></td>
<td>Job Interviews</td>
<td>Interview Prep Gaming Teardown Case Competition</td>
<td>Sloan Sports Conference</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>Job Interviews Offers</td>
<td>CMES Speaker Series Interview Prep</td>
<td>Spring Days on the Job/CMES Game</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>Decision-Making</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Recommended Reading & Podcast List

**EMA**
- VARIETY
- THE HOLLYWOOD REPORTER
- DEADLINE
- Bloomberg
- Screentime
- THE WALL STREET JOURNAL

**VGBA**
- Games Industry.biz
- SUPERJOOST PLAYLIST
- GAME CRAFT
- POCKET GAMER.biz
- DECONSTRUCTOR OF FUN

**SBA**
- Street & Smith's SBJ
- SPORTSFUZION
- FRONT OFFICE SPORTS
- SPORTTECHIE
- MORNING CONSULT
- The Athletic
Thank You!