

ENTERTAINMENT @ ANDERSON

» 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 executives. 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

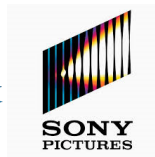
SAMPLE ELECTIVES

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

Additional courses are available to MBA students with the Producer's Program (School of Theater, Film & TV)

» CAREER

The following are some of hiring organizations for UCLA Anderson MBA students in Entertainment & Media roles (both full-time employment and summer internships):



The specific Entertainment/Media functions UCLA Anderson MBA students enter include:

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

» CAPSTONE: APPLIED MANAGEMENT RESEARCH (AMR) - SAMPLE 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 recommendations 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

» RESOURCES

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

Information subject to change.

bit.ly/uclamba-entertainment

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The Entertainment Management Association (EMA) prepares students for careers in the entertainment industry through a robust series of professional, networking, and educational events. The EMA focuses on building strong professional networks and fostering deep industry knowledge to give our members unmatched access to top employment opportunities in all major functional areas of entertainment and media. The EMA reaches all sectors of the media and entertainment industry, including film, television, technology, new media, gaming, eSports, and music.



Erica Jackey – *President*

Hometown: Newark, Delaware

Pre-MBA: Content Manager – GLG (financial services)

Summer Internship: Content Acquisition – Sling TV International

Post-MBA Goals: Internationally-focused role at a streaming company

Anderson Highlight: Snow Trip to Steamboat Springs, CO

Ask Me About: Strandito – what it is, and how to have the best time

Contact Me: erica.jackey.2021@anderson.ucla.edu



Parth Chauhan – *Vice President of Corporate Relations*

Hometown: Voorhees, New Jersey

Pre-MBA: Senior Consultant – Deloitte; Founding Farmer – HomeGrown Farms

Summer Internship: Major League Cricket / Startup

Post-MBA Goals: Entertainment Marketing / Sports Management

Anderson Highlight: Snow Trip, Section Olympics

Ask Me About: Starting your own initiatives at Anderson

Contact Me: parth.chauhan.2021@anderson.ucla.edu



Gaelen LeMelle-Brown – *Vice President of Music*

Hometown: Queens, NY

Pre-MBA: Strategic Partner Manager – YouTube

Summer Internship: Partnerships Marketing – Apple

Post-MBA Goals: Artists Relations / Music Technology Firm

Anderson Highlight: Embracing Diversity Week!

Ask Me About: Attending Anderson with a non-traditional business background/aspiration

Contact Me: gaelen.lemelle-brown.2021@anderson.ucla.edu