

RETAIL @ ANDERSON

» ACADEMICS

MBA students 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 succeed in this industry.

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

SAMPLE ELECTIVES

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

» CAREER

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



bloomingdale's



amazon

TOMS

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

- Digital/E-commerce
- Strategy
- Marketing
- Corporate Finance
- Supply Chain
- Buying

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

» RESOURCES

- Retail Business Association club
- Retail Career Night
- Days-on-the-Job (DOJ)
- Retail Bay Area Trek
- EVOLVE Retail Business Conference
- Anderson Career Team (ACT)
- Dinners for Eight (D48s)
- In-store Visits

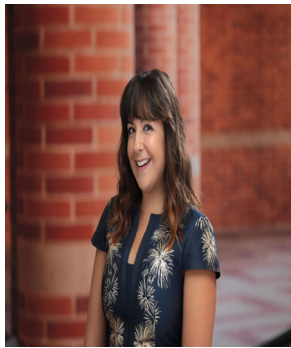
Information subject to change.

bit.ly/uclamba-retail

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The Retail Business Association (RBA) provides UCLA Anderson students with the tools they need to develop into future business leaders in the retail industry. The RBA serves to strengthen Anderson students' knowledge of the retail industry and the various functions within it, such as marketing, finance, operations, merchandising and more. The club supports students' desires to learn more about the retail industry, enter the retail sector and/or launch their own businesses.



Penny Vorissis – *President*

Hometown: **Thousand Oaks, California**

Pre-MBA: **Corporate Finance, Abercrombie & Fitch**

Summer Internship: **Global Operations, Nike**

Post-MBA Goals: **Corporate Development/Internal Strategy/Retail**

Anderson Highlight: **Tied between office hours at Canary & Orientation Trip to Santa Barbara**

Ask Me About: **How much Tiger King has infiltrated Spring quarter (virtually) @ Anderson**

Contact Me: **penelope.vorissis.2021@anderson.ucla.edu**



Lucy Zhou – *Director of Evolve Retail Conference*

Hometown: **San Diego, California**

Pre-MBA: **Chief Marketing Officer, Sticker Guru**

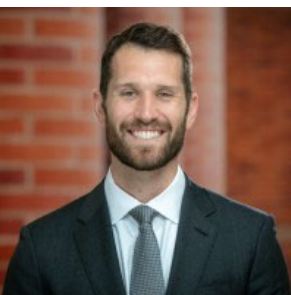
Summer Internship: **eCommerce and sustainability start-up, Venture Accelerator**

Post-MBA Goals: **CEO and founder of a retail-related company**

Anderson Highlight: **The 90's party!!**

Ask Me About: **My favorite places to eat in LA (I have so many!)**

Contact Me: **lucy.zhou.2021@anderson.ucla.edu**



Emre Titizer – *Vice President of Admissions & Finance*

Hometown: **Santa Clara, California**

Pre-MBA: **Business Advising Volunteer, U.S. Peace Corps**

Summer Internship: **E3 Finance & Strategy, Walmart Stores**

Post-MBA Goals: **Finance & Strategy - Retail**

Anderson Highlight: **Winter India Trek!**

Ask Me About: **Leaders in Sustainability Certificate**

Contact Me: **emre.titizer.2021@anderson.ucla.edu**