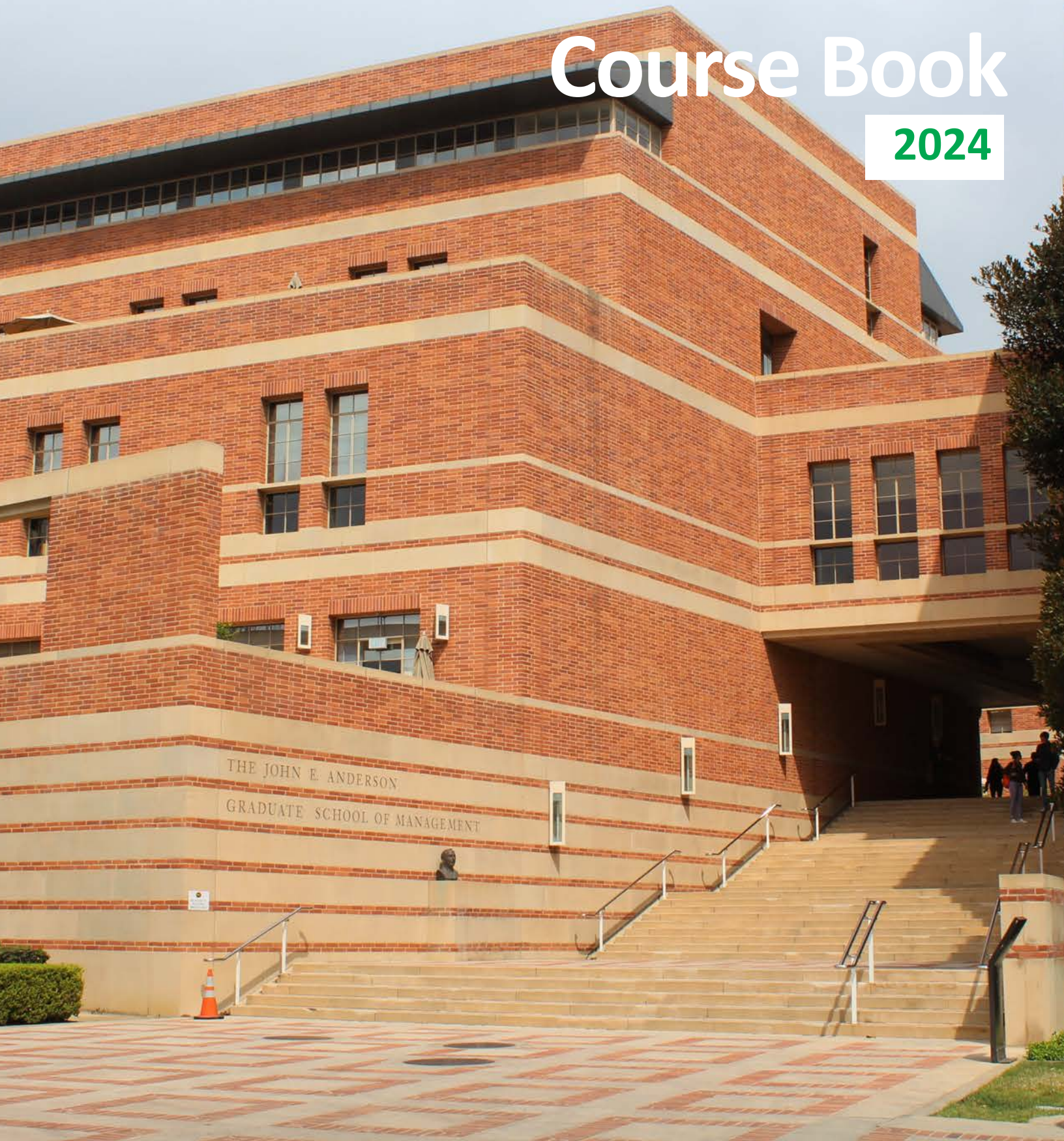


Course Book

2024



summer
discovery

**UCLA ANDERSON SCHOOL OF
MANAGEMENT**
HIGH SCHOOL PRE-COLLEGE ENRICHMENT

COURSE TITLE

Business of Entertainment, Media, & Sports Academy

SUBJECT AREA

Business; Sports Business

COURSE DESCRIPTION

In the Business of Entertainment, Media, and Sports Academy at UCLA Anderson School of Management, students will learn business frameworks including finance, marketing, strategy, economics, business ethics, and leadership. Additionally, students will explore the factors driving change in these industries and learn the nuts and bolts of the companies that make billions of dollars entertaining people around the world. Through executive guest speakers, in-class exercises, group discussions, and lectures, students will learn about multiple facets of Entertainment, Media, and Sports, examine the behind-the-scenes work and business principles that drive these industries, and be enlightened to various career paths and fields of study that they may want to explore. Topics include corporate partnerships, talent representation, sports business, marketing, college athletics, NIL deals, music festivals and touring, film and television production, live event production, emerging technology, digital and social media, and more.

There will be a site visit to one of the following Los Angeles-based organizations: YouTube Studios, Dodger Stadium, Myspace, Crypto.com Arena, SoFi Stadium, Sony, or Paramount Studios. Participants will also visit UCLA's Pauley Pavilion and will be offered a behind-the-scenes tour of one of the finest collegiate facilities in the nation.

The program is presented and taught by the Center for Media, Entertainment & Sports at the UCLA Anderson School of Management. Students will receive a "Certificate of Completion" from UCLA Anderson School of Management (daily attendance and successful presentation of final project required) at the end of the program.

*Academy Courses are full-day courses. If selected, students will attend a morning and afternoon session.

Instructors

Felisa Israel & Nathan Leonard (please visit SummerDiscovery.com to read Instructor bios)

Guest Speakers

Driven by invaluable insight from high-level industry executives, guest speakers from the past 2 years have included:

- Andy Bernstein - Naismith Memorial Basketball Hall of Fame Sports Photographer | Co-Founder, Legends of Sport | Collaborated with 5-time NBA champion Kobe Bryant on the worldwide bestselling book "The Mamba Mentality: How I Play"
- Jared Darensbourg - Senior Sales Manager, Panasonic USA
- Jeff Bower - Senior Vice President, Phoenix Suns | General Manager, Detroit Pistons
- Chris Connolly - SVP, Marketing, San Diego Padres
- Scott Messick - Founder, Mess Media | Multi Emmy Award winning Executive Producer, Showrunner, Director & Content Creator
- Mariah Ramirez - Senior Recruiter, Emerging Talent, Paramount
- Rudy Crew - Creative Consultant NBA Entertainment
- Eric Newman - Executive Producer, Showtime Basketball
- Haley Strusiner - Associate Producer, Fox 32 Chicago
- Lenny Washington - Brand Marketing Coordinator, ESPN
- Ann Wells Crandall - Chief Marketing Officer, Big East Conference | Senior Vice President, Business Development, Pac-12 Networks

COURSE TITLE

Digital Marketing & Social Media Academy

SUBJECT AREA

Business; Advertising & Communications

COURSE DESCRIPTION

The rapid rise of connected devices, social media platforms, and new forms of entertainment have transformed the way people spend their time and attention, and this trend has massive implications for brands, celebrities, and the larger media industry. Increasingly, consumers are using social media platforms to keep up with current events and to discover new music. Platforms like Instagram and Tik Tok are creating a new class of celebrities as influencers become as popular as professional athletes and movie stars. And brands like Fenty Beauty, Chipotle, Teen Vogue, and Marvel are finding innovative ways to engage with their consumers more directly and authentically via these platforms.

The Digital Marketing and Social Media Academy will dive into the exciting world of brands, influencers, and culture. This course will provide a solid foundation in the key business concepts around the evolution of brands, how they help shape our self-identity, the power of social media in brand management, and future trends. We will explore frameworks for digital marketing, strategies for using platforms like Facebook, Instagram, Tik Tok, X and more. Students will also learn about the various tools and software used to track and optimize campaign performance and explore emerging topics including metaverse and AI.

This 3-week academy will provide a solid foundation in the key concepts around digital strategy, campaign execution, and measurement. Students will have the opportunity to examine these topics firsthand through reading, case studies, industry speakers, and hands-on projects. Lecture topics include Brands and Identity, User Experience Design, Digital Marketing Campaigns and Execution, Entrepreneurship and the Lifecycle of a Company, The Influencer Economy, Search Engine Optimization (SEO), Mobile and Email Marketing, Metaverse & AI and Implications on Marketing, and Web Analytics/Measurement.

*Academy Courses are full-day courses. If selected, students will attend a morning and afternoon session. Students will receive a "Certificate of Completion" from UCLA Anderson School of Management at the end of the program.

COURSE TITLE

Innovation in the Music Business Academy

SUBJECT AREA

Business; Entrepreneurship

COURSE DESCRIPTION

The evolution of technology has been fundamental to the rise of the modern music business. As we celebrate the 50th anniversary of the birth of hip hop, it's impossible to ignore the pivotal roles played by sampling, drum and beat machines, sound effect generators and other music production technologies. Many of today's most popular artists owe their fame, in part, to the rise of music videos – which created a global, multicultural market for recorded music. Digitization of music created a renaissance for the industry and would later disrupt it entirely – as CD economy was radically disrupted by Napster and then with iTunes. Today, social media platforms like Instagram and Tik Tok have altered the way consumers discover and experience music, while streaming services like Spotify and Tidal radically change how audiences consume and pay for music and music-based experiences.

This course will give students a foundational overview of how decades of technological and business innovation have transformed the music business. It will explore business models, management principles, and techniques for working and leading in an innovative music industry. Topics include production and publishing technologies, tools and strategies to distribute new music and make it discoverable, and business principles for monetizing music. Students will hear from artists, executives, and subject matter experts about industry trends, careers in music and more. In addition to lectures, students will have a site visit to learn more about the industry and they will complete a final presentation incorporating their learnings into a big-picture summary of the ever-evolving music business and its core fundamentals.

*Academy Courses are full-day courses. If selected, students will attend a morning and afternoon session. Students will receive a "Certificate of Completion" from UCLA Anderson School of Management at the end of the program.

COURSE TITLE

Sports Business Academy

SUBJECT AREA

Business; Sports Business

COURSE DESCRIPTION

The sports industry is undoubtedly one of the most significant industries in the United States, not only because of the billions of dollars that it generates annually, but also because of its unique significance in the lives of millions of Americans. The success of sports businesses is heavily reliant on understanding why sports hold such a place in American society and what drives consumers of the industry. In this full-day academy, you'll take a deep dive into the ever-changing business of sports and gain an appreciation for the unique challenges involved in managing sports business enterprises. Explore business frameworks including finance, marketing, strategy, and economics. This academy will challenge you with a wide array of sports business-oriented curriculum, help you understand the business and management of sports, and provide you with behind the scenes visits to L.A.'s famous arenas and stadiums.

*Academy Courses are full-day courses. If selected, students will attend a morning and afternoon session.

