The sports business is now the 11th largest industry in the United States, estimated by the Sports Business Journal to be worth $213 billion annually. Significantly more than twice the size of the U.S. auto industry, and seven times the size of the U.S. movie industry, sports is indeed big business.

Taught by Mike Rielly and Sandy Alderson, highly regarded veterans of the sports business, this course will examine sports marketing and business practices utilized in the global marketplace, with emphasis on the following six sectors: Professional Leagues & Teams, Collegiate Athletics, Broadcasting, Sporting Goods & Licensed Products, Sports Agencies & Sponsorship, and the Olympics. In some cases, Mike and Sandy will invite guest speakers to join the class; anticipated speakers include representatives from EA Sports, Under Armour, Cal Athletics, CAA, IMG, the San Francisco 49ers, Oakland A's, Easton Sports, The Collegiate Licensing Company, the PGA Tour, and the U.S. Olympic Committee.

Upon completion of UGBA 167, you will:
• Understand the historical evolution of sports marketing
• Understand the marketing and business practices utilized in various sports industry sectors
• Understand current challenges facing sports marketers and other sports business leaders
• Interact with leading sports executives from the Bay Area and other major sports markets
• Understand career opportunities available in the sports industry

The instructors for this course:
Mike Rielly is an agent at Creative Artists Agency (CAA), an entertainment and sports agency based in Los Angeles, with offices in New York, London, Nashville, and Beijing. Rielly began his sports marketing career at IMG in 1985 where, over a period of 20 years, he worked closely with major international athletes, events, teams and federations, while based in the United States, Japan and Singapore. A native of Los Angeles, Rielly graduated from Stanford University with a B.A. in Political Science and from Ohio University with a Masters in Sports Administration. A member of the Professional Faculty at UC Berkeley's Haas School of Business, Rielly is also a member of the Royal & Ancient Golf Club of St. Andrews, United States Golf Association, National Sports Marketing Network, and Sport Marketing Association. Rielly serves on an Advisory Board for the Mark H. McCormack Foundation and on a Task Force for the Women’s Sports Foundation.

Sandy Alderson has held executive positions with Major League Baseball and two Major League clubs. From 1981 to 1998, he held positions as General Counsel, General Manager, and President of the Oakland Athletics. Alderson was the Executive Vice President for Baseball Operations in the Office of the Commissioner, MLB, from 1998 to 2005 and, from 2005 until the team was sold in 2009, he was the Chief Executive Officer of the San Diego Padres. Alderson is a consultant to MLB, most recently in connection with its operations in Latin America, and he is the chair of the Major League Playing Rules Committee. Alderson is also a member of the International Committee of MLB and travels throughout the world to promote the game of baseball. He is a graduate of Dartmouth College and Harvard Law School and is a member of the Professional Faculty and Board of Advisors at the Haas School of Business. His wife, Linda, holds an MBA from Haas.