INTRO TO SPORTS MARKETING
Instructors: Mike Rielly, Chris Giles
Spring 2013, 2 Units
Mondays 1 – 3 PM

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 US auto industry, and seven times the size of the U.S. movie industry, sports is indeed big business.

Taught by Mike Rielly and Chris Giles, both highly regarded in the sports industry, 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, Sports Media, Sports Agencies, Sponsorship, and Managing and Marketing Professional Athletes. Anticipated guest speakers for this semester’s class include representatives from EA Sports, Visa, Cal Athletics, CAA, IMG, the San Francisco Giants, the San Francisco 49ers, and the PGA Tour.

The instructors for this course:

Mike 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. Mike Rielly also recently worked as 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. 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.

Chris Giles joined the Pac-12 in June 2009 and led the Pac-12 Business Development Team until recently joining the San Francisco 49ers. Chris was intimately involved in the expansion of the Pac-12 conference including developing new business opportunities in the areas of events, international expansion, media, and marketing. Giles began his career as an investment banker at Bank of America Securities in New York, focusing on the retail and consumer goods industries. He holds an undergraduate degree in Finance and Business Administration from California State University, Fresno and an MBA from the Haas School of Business at the University of California at Berkeley.