Love sports? Ever thought of it as a career opportunity? 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 San Francisco 49ers Executive, Chris Giles, this course will examine sports marketing and business practices utilized in the global marketplace, with emphasis on the following seven sectors: Professional Leagues & Teams, Collegiate Athletics, Sports Media, Sponsorship, Venue & Event Management, Licensing and Apparel, and Managing & Marketing Professional Athletes. Anticipated guest speakers for this semester’s class include representatives from EA Sports, Visa, Cal Athletics, CAA, the San Francisco Giants, the San Francisco 49ers, and the San Jose Sharks.

Course Instructor:
Chris Giles has taught at Haas for 3 years and oversees the Business Operations team for the San Francisco 49ers, leading many of the new business and new stadium initiatives including special events, mobile, loyalty marketing, and guest service. Prior to the 49ers, Giles held a number of roles at the Pac-12, most notably as Director of Business Development, where he ran the Football Championship Game and held key roles in expanding the Conference membership, renegotiating the Conferences media contracts, and launching the Pac-12 Network. 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.