WANT TO WORK IN SPORTS?

UGBA 196.1 Sports Management

Course Objectives:
This course will examine sports marketing and business practices utilized in the global marketplace. Anticipated guest speakers for this semester’s class include representatives from Clorox, The Super Bowl 50 Host Committee, Cal Athletics, the Pac-12, Creative Arts Agency (CAA), the San Francisco Giants, the San Francisco 49ers, the San Jose Sharks, and the San Jose Earthquakes.

Upon completion of UGBA 196-4, you will:
- Understand the historical evolution of the sports industry
- Understand various sports industry sectors, including sports media, corporate sponsorship, soccer, international, college conferences, college athletic departments, professional teams, professional leagues, venue and event management, and management and marketing of athletes
- Understand some of the current challenges facing the sports industry
- Interact with leading sports industry executives from the Bay Area and other major sports markets
- Understand career opportunities available in the sports industry

Instructor: Chris Giles
Chris Giles has taught at Haas for three years and oversees the Business Operations team for the San Francisco 49ers, leading many of the new business and new stadium initiatives including stadium events, stadium technology, and loyalty marketing. 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.