



SPORTS MANAGEMENT

Instructor: Solly Fulp

Spring 2021, UGBA 196

Unit Value: 2

Class Day/Time: Monday 4 p.m. – 6 p.m.



Mode of instruction: Remote; **Method of delivery:** Synchronous

Learn about the exciting career opportunities within the Sports Industry – College, Professional, Media and Sales. This course will examine the sports management, marketing and business practices both regionally and nationally. There will be an emphasis on college athletics, professional sports, sports media, naming rights, facility and event management.

Guest speakers for this semester's course will include various leaders in the college and professional sports industry.

Course Instructor and Haas Faculty Member since 2014:

Solly Fulp is currently the Executive Vice President for Learfield IMG College. He is responsible for leading the multi-media rights / sponsorship business for the East Region consisting of 50 universities (including Ohio State, Michigan, Syracuse & Louisville).

Previously he was the Deputy Director of Athletics & Chief Operating Officer at UC Berkeley. In this role, Fulp was responsible for sport supervision, revenue generation and college athletics business operations; he oversaw ticket sales, event management, facilities-operations and capital projects.

Prior to Learfield IMG College and UC Berkeley, Fulp was a Conference Vice President for IMG College where he led the multi-media rights business for seven PAC-12 universities, including Cal, Washington, Washington State, Oregon, Arizona, Arizona State, UCLA, as well as the Rose Bowl.

