



University of California
Berkeley
Haas School of Business



SPORTS MANAGEMENT
Instructor: Solly Fulp
Fall 2018, 2 Units

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

Speakers for this semester's class could include representatives from Cal Athletics, Oakland A's, Oakland Raiders, Learfield, St. Mary's, Pac-12 Conference, San Francisco Giants, Golden State Warriors, IMG and San Francisco 49ers.

Course Instructor:

Solly Fulp is currently the Executive Vice President for Learfield's Campus+ division. Campus+ is dedicated to developing comprehensive business partnerships with select universities.

Previously Fulp was the Director for University Business Partnerships & Services at UC Berkeley. He led the strategic framework for campus-wide partnership collaboration and engagement. Fulp also served as the Chief Operating Officer & Deputy Director of Athletics at UC Berkeley, where he brought 20 plus years of intercollegiate athletics experience as a former student-athlete, administrator, and business leader. In this role, Fulp was responsible for sport supervision, revenue generation, and college athletics business operations; he oversaw ticket sales, event management, facilities-operations, capital projects, and department revenue generation initiatives.

Prior to rejoining the Cal Athletics team, Fulp was a Conference Vice President for IMG College. Fulp managed 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 property. In addition, he administered IMG College's West Coast regional sales operations.



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