



**Anderson**  
Parker CMC



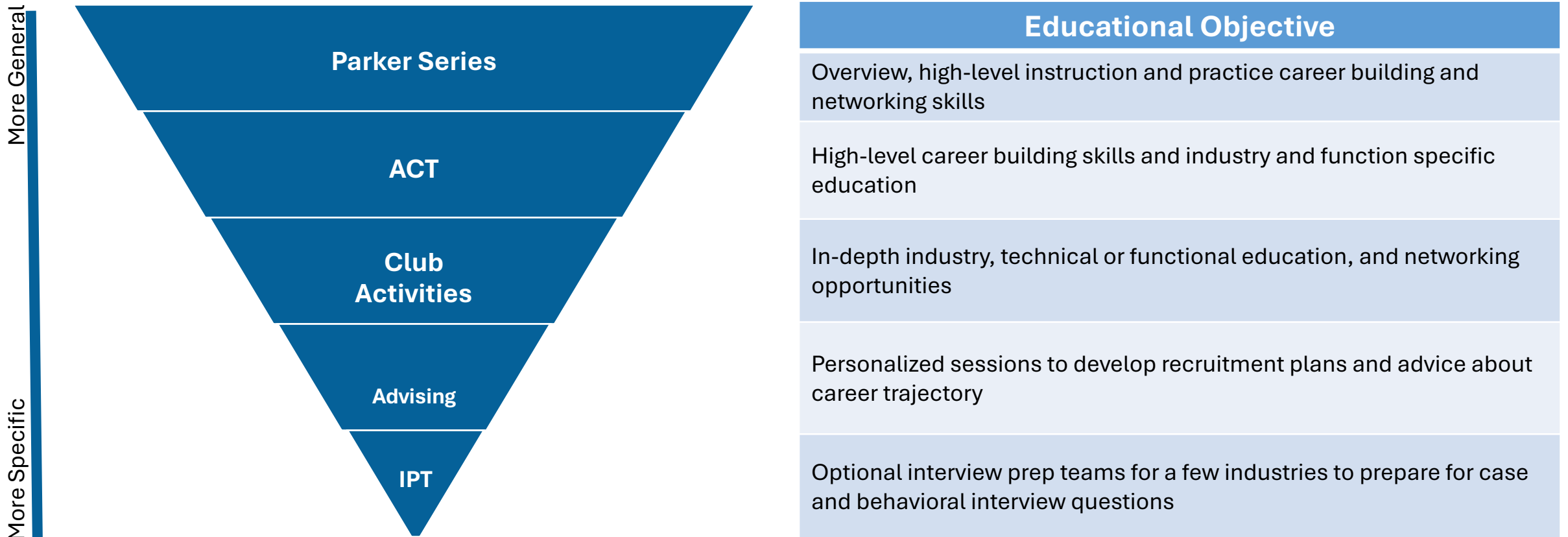
**ANDERSON**  
VIDEO GAME CLUB



**Overview Presentation**

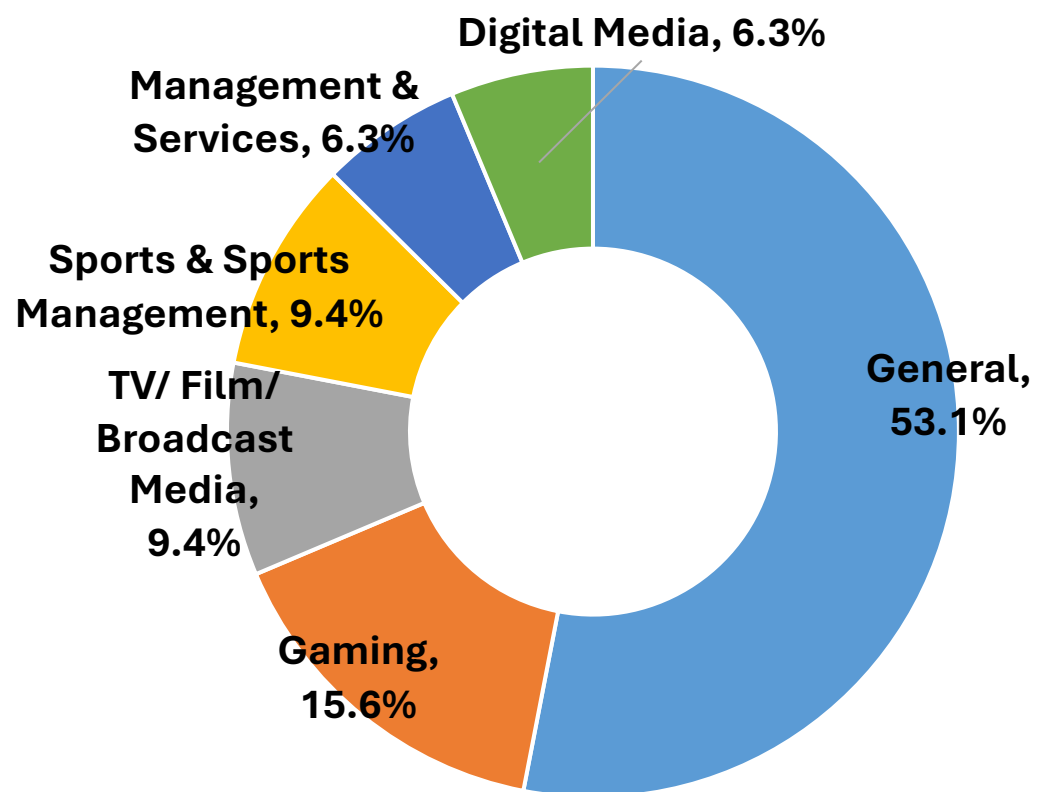
# Parker's Tiered Approach to Career Management

Career skills are taught through multiple channels with varying degrees of specificity. The partnership between the clubs and Parker allows us to introduce and practice the appropriate skills needed for each industry and function.



# Entertainment & Sports at Anderson Overview

## Summer Internships for Class of 2024 Industry Breakdown within Entertainment & Sports (8.5% of Class)



Class of 2024 Internships Functions within Entertainment & Sports	% of Accepts
Business Intelligence/ Data Analyst	18.8%
Strategic Planning	12.5%
Business/ Corporate Development	12.5%
Content Strategy & Analysis	9.4%
Marketing Research & Analytics	9.4%
Product Marketing	9.4%
Product Management	6.3%
Corporate Finance/ FP&A	6.3%
General Management & Operations	6.3%
Other	9.4%

Class of 2023 FT Comp. – Entertainment & Sports (8.2% of class)	MEAN	RANGE
Annual Base Salary	\$129,624	\$80,000-\$155,000
Signing Bonus (54.5% reported)	\$24,958	\$10,000-\$95,000
Receiving Stock/Options – 33.3%%		



## Virginia Eastwood

- **Hometown:** Monterey, CA
- **Undergrad:** San Diego State University; Film & Television Production & Business Management
- **Prior Career:** Franchise Management at NBCUniversal and DreamWorks Animation
- **MBA Internship:** Strategy & Business Development at Fox Entertainment
- **Current Role:** President, EMA

# The Entertainment Management Association (EMA)



The **Entertainment Management Association** prepares students for careers in the entertainment industry through a robust series of professional and educational events. At over 300 members, the EMA offers leadership opportunities for FTMBA, FEMBA, and EMBA students.

The EMA provides networking opportunities with both the extensive Anderson alumni network and the greater entertainment community. A strong relationship is maintained at prominent entertainment companies, including:



WARNER MUSIC GROUP

UNIVERSAL MUSIC GROUP



LIONSGATE





## Shannon Brown

- **Hometown:** San Jose, CA
- **Undergrad:** University of California, Los Angeles; Communication Studies
- **Prior Career:** Agency Account Management for video game PR & Marketing
- **MBA Internship:** Activision, Product Management for Call of Duty
- **Current Role:** President, Video Game Business Association & VP of Gaming, EMA

# The Video Game Business Association (VGBA)



ANDERSON  
VIDEO GAME CLUB

The **Video Game Business Association** is Anderson's newest professional organization that prepares students for careers in the video game vertical of the entertainment industry through a tailored series of professional, networking, and educational events.

It's FREE to join for '24-25! (With the recommendation to also become an EMA club member 😊)

**The VGBA maintains relationships and has alumni with many companies, including:**



# Entertainment Industries & Functions

Film & Television

Tech-Entertainment

Gaming

Music

## Core Functions

Business Development & Strategy

Corporate Finance

Corporate Strategy

Distribution

Marketing

Partnerships & Sales

Research & Analytics

Strategic Planning & Operations

## Industry-Specific Functions

Content Acquisitions / Strategy

(Film & Television)

Franchise Management

(Film & Television)

Product Management (Tech, Gaming)

Data Insights & Analysis (Gaming)



# SBA Student Profile



## D. Keith Beasley, Jr.

- **Hometown:** Durham, North Carolina
- **Undergrad:** University of North Carolina at Chapel Hill
- **Prior Career:** EY & C-Town Sports Agency
- **MBA Internship:** Microsoft
- **Current Role:** President, SBA

# SBA Student Profile



## Ben Tenbrink

- **Hometown:** Overland Park, Kansas
- **Undergrad:** Kansas State University
- **Prior Career:** Deloitte
- **MBA Internship:** Elevate Sports Ventures
- **Current Role:** Executive Vice President, SBA

# The Sports Business Association (SBA)



The goal of the **Sports Business Association (SBA)** is to provide resources for our members to learn about the sports industry and find employment opportunities. In addition, the SBA acts as an academic and research source for sports organizations and raises awareness of the value MBAs can deliver in the industry. The SBA has over 100 current members.



# The Full Ecosystem of Sports at Anderson



## UCLA SBA



### Key Committees:

- Operations
- Partnerships
- Career Development
- Finance

## The “Center”



### Key Features:

- Academic Excellence
- Unparalleled Access
- Thought Leadership
- Alumni Network

## Sports Leadership & Management Program



### Program Highlights:

- Sports Management MBA Specialization
- Sports Management Undergraduate Minor
- Thought Leadership
- Community

# SBA Industries & Functions



Below are some common industries and functions across sports:

## Industry Verticals

- Teams/Leagues
- Agencies
- Sporting Goods/Apparel
- Ticketing
- Sports Betting
- Technology
- Media Rights

## Functions

- Data Analytics
- Finance
- Marketing
- Business Development
- Operations
- Strategy

# Sample Recruiting Timeline

Month	Parker	EMA & VGBA	SBA
September	Industry Research Resume	Member Kickoff 101 series begins	Member Kickoff
October – December	ACT Starts Networking: Introductions Build Company List Academic Internship Search Begins Interview Prep	101 series continues Days on the Job (some travel) Interview Prep Teams Company Research & Applications	Virtual and In-person Days on the Job (NYC, Portland, SF) Global Sports Business Forum at UCLA Game Day Case Competition at UCLA Fall Career Night
January	Mock and Job Interviewing Continues	D48s and D410s Entertainment Career Night Interview Prep Team Academic Internships (potential)	Academic Internships Begin (LAFB, Wasserman, etc.)
February	Networking: Follow-up Conversations	PULSE Conference Paramount Case Competition Interview Prep Potential company treks	SBA Career Night
March	Job Interviews	Interview Prep Gaming Teardown Case Competition	Sloan Sports Conference
April	Job Interviews Offers	CMES Speaker Series Interview Prep	Spring Days on the Job/CMES Game
May	Decision-Making		

# Recommended Reading & Podcast List

EMA

*VARIETY*

*THE  
Hollywood  
REPORTER*

DEADLINE

Bloomberg  
Screentime

THE WALL STREET JOURNAL.

VGBA

gi Games  
Industry.biz

SUPERJOOST  
PLAYLIST

GAME  
CRAFT

POCKET  
GAMER  
.biz

DECONSTRUCTOR  
of FUN

SBA

Street & Smith's  
**SBJ** SPORTS  
BUSINESS  
JOURNAL

FRONT OFFICE SPORTS

 **SPORTTECHIE**

 **MORNING CONSULT**<sup>®</sup>  
INTELLIGENT DATA,  
INTELLIGENT DECISIONS

**The Athletic**

**Thank You!**