



UNIVERSITY OF  
OREGON



THE OREGON  
*mba*

SPORTS BUSINESS

Lundquist College of Business



## SPORTS BUSINESS

The Warsaw Sports Marketing Center is the world's first sports business program housed at a college of business, and it continues to be recognized by industry leaders worldwide as the premier training ground for future sports executives. Program alumni have earned reputations in the industry for their passion, integrity, and leadership. Graduates leave with a master of business administration specializing in sports business, offering the benefit of both broadly recognized credentials and the specific skills needed to shape the future of the sports industry.

## CONTEXTUAL CURRICULUM

Oregon MBA students affiliated with the Warsaw Sports Marketing Center are exposed to the whole breadth of the sports industry through a combination of sports-focused courses taught by some of the world's leading academic authorities on sports business, as well as by industry executives who can put that classroom learning in a real-world context. Students earn specialized knowledge of sports business by studying business principles through the following foundational topics:

- Sports marketing
- Sports sponsorship
- Sports law
- Sports finance
- Sports products
- Seminar in sports business.



# EXPERIENTIAL LEARNING

Exceptional classroom learning is enhanced by an experiential education model that significantly enhances a student's professional development. The Warsaw Center's deep network of industry contacts is leveraged throughout the program to help Oregon MBA students gain a better understanding of career opportunities after graduation.

A vibrant speaker series brings some of the industry's top executives to campus. Study tours to Asia, New York, and San Francisco give Oregon MBA students in the Warsaw Center unrivaled access to some of the key decision makers in the world of sports business.

Through industry consulting, independent-study projects, and facilitated internships, students gain real-world knowledge applying lessons learned from the rigorous and specialized curriculum.

Real-world consulting projects leverage the strong relationships the Warsaw Center has with industry partners to create particularly rich and relevant educational experiences. Oregon MBA students also display characteristic initiative and learn leadership by organizing events and campaigns that engage and mobilize the broader community through their shared passion for sports.



## FACULTY AND NETWORK

No other program in the country has a better lineup than the Warsaw Sports Marketing Center's team of award-winning educators and prominent industry specialists. Our affiliated faculty members are frequently tapped by leading media to offer perspective and insight on the sports industry's top stories. As a member of the Warsaw Center cohort, their network becomes your network—an invaluable asset in the difficult-to-penetrate world of sports business. Thanks to deep and rich industry connections that are second to none, the Warsaw Center advances the next generation of sports industry talent. Program alumni are represented in the most prominent companies in the industry. The following are just a few examples:

- adidas
- EA Sports
- ESPN
- GMR Marketing
- Major League Soccer
- NBA
- Nike
- Octagon
- Visa
- Weiden+Kennedy.



## FIRST AND BEST

ESPN, *Sports Illustrated*, and *The Wall Street Journal* recognize the UO Warsaw Sports Marketing Center as the first and best sports business program in the United States.

## HIGHEST SATISFACTION

In 2015, *Sports Business International* ranked the Oregon MBA's sports business track third in the world for student satisfaction and graduates' choice, fourth for professors' choice, and sixth for highest average salary at three years postgraduation.

## REAL-WORLD INFLUENCE

For thirteen years running, Oregon MBA students in the Warsaw Center have provided financial analysis for *ESPN The Magazine's* Ultimate Standings.



[MBA.UOREGON.EDU/SPORTS](http://MBA.UOREGON.EDU/SPORTS)

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