



MEMES SUMMER INSTITUTE

UCLA

Anderson
School of Management

MEMES Summer Institute

JUNE 25 – AUGUST 3

ARE YOU INTERESTED IN A CAREER IN MEDIA, ENTERTAINMENT OR SPORTS?

Have you ever wanted to peek behind the scenes of these industries and learn what makes them powerhouse businesses? Then join us at our Summer Institute at the UCLA Anderson School of Management.

It's designed for undergraduate students and young professionals just like you.

This one-of-a-kind, multi-disciplinary summer program dives into the innovations, decisions and mindsets that drive the multi-billion-dollar businesses inside the entertainment, media and sports industries.

The Summer Institute will give you an overview of the legal, management, marketing and financial aspects of managing a global entertainment and media enterprise. Plus, you'll have the opportunity to take on a high-profile, team-based capstone project for a major entertainment company.

YOU'LL BUILD A CUSTOM EDUCATIONAL EXPERIENCE
BY CHOOSING TWO OF THE FOLLOWING FOUR
CURRICULAR SPECIALIZATIONS:

Managing the
Entertainment and
Media Enterprise

Sports Marketing
and Management

Film and Television
Marketing and
Management

Modern
Marketing

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