



Program Overview:

With 11 professional sports teams, the second biggest media market in the country, and a vibrant recreational athletics and fitness culture, Los Angeles is one of the great sports capitals of the world.

In an intense, one week, one credit course students will explore the vast array of professional opportunities in sports and sports media industries here in Los Angeles. Students will be introduced to a range of professional environments, functions, activities and challenges related to the growth of sports business and sports media. In site visits and meetings with industry professionals, students will examine the distinct culture, dynamics, and operations of a variety of businesses in the field, from the perspective of those involved with branding, advertising, and multi-media content creation, as well as with athlete representation, professional sports events production and management of professional teams.

Through the unique lens of USC Annenberg's Maymester program, this course will enhance students' understanding of the array of career possibilities in sports and sports media.

Program Dates: June 1 - 5, 2020

Student Information:

This program is only open to current Annenberg students only

Academic Credit:

Undergraduate students are required to enroll in a 1 unit course for upper division elective credit, ASCJ-420. *If this unit exceeds the 18 unit/semester maximum for undergraduates, please add \$1,800 to the total above.*

Housing:

Students will be required to provide their own housing during the duration of the program

Transportation:

Transportation between company visits and program activities will be provided. Students must take group transportation to all events.

Additional Program Costs:

The estimated program costs will be \$600. These costs include group transportation and programming.

Scholarships:

A limited number of program scholarships will be available, based on financial need. Students can apply for scholarship consideration as part of the application process.

Financial Aid:

Accepted students may petition the Financial Aid office for extra funding to cover program expenses. Funding is not guaranteed.

Company Visits:

Company visits will cover a broad range of the sports industries including; branding, advertising and multi-media creation, as well as athletic representation, professional sports events production and management of professional teams. Last year's students visited Nike, Los Angeles Dodgers, Los Angeles Football Club (LAFC), LA84 Foundation, and Twitter. Companies for the summer 2020 program will be determined at a later date.

Application/Interview Process:

Completed and submitted applications are due on Friday, November 1, 2019 at 9am.

Questions:

Please contact Suzanne Alcantara, Director of Annenberg's Career Development Office at suzannea@usc.edu or (213) 740-6045.