GRADUATE
DENVER'S BUSINESS SCHOOL
The future of business education in the Rocky Mountain region is here at the University of Colorado Denver Business School. Located in Denver’s vibrant downtown, the Business School’s extensive range of degree programs and innovative industry specializations keep pace with the needs of students and businesses in the region and beyond. Flexible class schedules, AACSB accreditation, and a focus on real-world application make the Business School a top choice for working professionals. Graduates leave with skills and knowledge that prime them for careers of significance.

PUT YOUR EDUCATION INTO ACTION
The Sports and Entertainment Business program provides a range of opportunities for students including industry-specific internships. Some of the companies where former students have interned include the Broncos Football Club, Kroenke Sports and Entertainment, US Olympic Committee, and Anschutz Entertainment Group. These hands-on experiences ensure that what is taught in the classroom translates to the stadium, theater, or concert hall.

PUT YOUR EDUCATION INTO ACTION

BECOME AN ALL-STAR
Vocal artists, top Olympians, and all-star athletes are made in Colorado. As a top 20 media market, the Rocky Mountain region is growing in prominence in sports and entertainment fields, and companies are raising their hiring expectations. Job candidates who have specialized industry knowledge get noticed. Informed by an advisory council of sports and entertainment executives, the program is an intensive training camp of future talent. Students are exposed to the latest in industry trends and applications. Graduates leave ready to make an impact and quickly get ahead in a fast-growing sector of the economy.

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“Our industry needs leaders. This program can groom the leaders we need to take professional sports to the next level.”

Joe Ellis, President of the Denver Broncos, and Member of the Business School’s Sports and Entertainment Advisory Council
Emerging leaders in the sports and entertainment business need industry knowledge and business skills. The Sports and Entertainment program provides this knowledge through Specializations offered in the MS in Marketing, MBA, and MS in Management programs.

**SPECIALIZATION REQUIREMENTS:**

### For MS in Marketing Degree

**Required:**
- 4 MKTG Business Skills Courses
- MKTG 6820 – Sports and Entertainment Marketing

**Complete 4:**
- MKTG 6826 – The Sports and Entertainment Industry
- MKTG 6822 – “Fan”tastical Consumers of American Sports and Entertainment
- MKTG 6040 – Services Marketing for Traditional and Creative Industries
- MKTG 6824 – Sales and Negotiation for Consumer, Services, Sports, and Entertainment Industries
- MKTG 6834 – London Calling - The Global Sports/Entertainment Business
- MKTG 5939 – Internship in Sports and Entertainment

**Complete 1:**
- Any Specialization course or MKTG 6000+

### For MBA and MS in Management Degrees:

In addition to your MBA or MS in Management requirements, you will:

**Complete 4:**
- MKTG 6826 – The Sports and Entertainment Industry
- MKTG 6820 – Sports and Entertainment Marketing
- MKTG 6822 – “Fan”tastical Consumers of American Sports and Entertainment
- MKTG 6040 – Services Marketing for Traditional and Creative Industries
- MKTG 6824 – Sales and Negotiation for Consumer, Services, Sports, and Entertainment Industries
- MKTG 6834 – London Calling - The Global Sports/Entertainment Business
- MKTG 5939 – Internship in Sports and Entertainment

**SCHOLARSHIPS**

The Business School offers a variety of scholarship opportunities to help you finance your graduate degree. Some scholarships are based on need and others are based on academic accomplishment. For more information or to apply, please visit our website at business.ucdenver.edu/scholarship.

**LONDON CALLING**

The London Calling program is a unique opportunity to learn about Sports Business in a global setting. The two-week elective includes visits to the UK’s top sports facilities: Chelsea FC, Wembley Stadium, O2 Arena, Twickenham, Lord’s Cricket Ground, Wimbledon, and the BBC.