

C S U L B GRADUATE PROGRAM IN **SPORT MANAGEMENT**

Program Key Events:

ROC

Twice a year the Graduate Program in Sport Management hosts the **Reception, Orientation, and Colloquium**, better known as the **ROC**. The program hosts a Reception to welcome its incoming learning team with an Orientation and congratulate its outgoing learning team with a Colloquium. The incoming learning team is presented with an overview of what to expect during the program and then has the opportunity to meet and network with the program's faculty, staff, advisory committee and the outgoing learning team. The **ROC** is also the time where the program recognizes the graduating learning team's achievements. The **ROC** is the signature event for the Program with the attendance exceeding 200.

All LT Event

The **All LT Event** is an occasion where all current students of the Graduate Program in Sport Management come together to meet and network during one of their internship courses. However, this is not a student's typical internship classroom meeting. The program's staff and faculty come together to create an event or activity students are likely to encounter in the sport management industry. The **All LT Event** also gives students the opportunities to network with other students outside their LT's and make connections with any invited special guests or business executives. Our most recent **All LT Event** was a lesson on business dining etiquette where students were coached through a cocktail hour and a 3 course meal.

Internship Roundtable

Two weeks into the 18-month curriculum the newest learning team attends the **Internship Roundtable**, during which they have the opportunity to interview for internships with multiple sport entities from Southern California. What makes this event so special is the networking opportunities available to the learning team in attendance and the challenges they face as they hone their elevator speeches and group interview skills.

On-line Information Sessions

We have abandoned the 'Bricks & Mortar' information sessions for a much more effective method of communicating with prospective students...the web! This format has allowed us to be more flexible with our scheduled sessions and content. Additionally, the Webinar has increased our reach and frequency as we try to attract students not only domestically but also internationally.