



UNIT 12 – CASE STUDY

Climbing the Ladder



Name _____

Class Period _____

**** Sports & Entertainment Careers: A Case Study ****

In 1997, Ryan Langan was a student at the University of Wisconsin-La Crosse majoring in Sports Management, when the Vice President of a local minor league basketball team was featured as a guest speaker in a class. Immediately following class, Mr. Langan approached the speaker and asked about internship opportunities with the team. Soon, he was involved in many aspects of the team's day to day activities.

The following year, the team's Vice President left the franchise to pursue an opportunity with another organization, but Mr. Langan was promoted to Director of Sales, where he was responsible for overseeing the development of corporate partnerships with local businesses as well as many other aspects of the team's daily business operation.

After several years with the basketball team, Mr. Langan received a call from the recently departed Vice President, asking if he might have some interest in joining the Portland Trail Blazers ticket sales team. After weighing his options, Mr. Langan chose to interview with the Blazers, accepting a position soon after.

While with the Portland Trail Blazers, he went back to school to pursue an MBA at the University of Portland. Upon receiving the degree, Mr. Langan would learn that one of his professors would be leaving the University of Portland to accept the position of Dean of the Business School at the University of South Florida in St. Petersburg, Florida. He would later recruit Mr. Langan to join his staff as an Instructor of Sports Marketing. His class featured guest speakers from sports executives across the nation and was one of the first classes on campus to fill up each semester.

Currently, Mr. Langan is the MBA Director at the University of South Florida, coordinating the recruiting efforts of the University's MBA Program.

**** Case Study Questions ****

- 1.) *Do you think networking played an important role in helping Mr. Langan get to where he is today? Why or why not?*
- 2.) *Was Mr. Langan proactive in his pursuit of a career in the sports industry? Do you think that helped to advance his career in any way? Why or why not?*
- 3.) *Did his internship have any impact on breaking into the field as a sports marketing professional?*