

Master's Degree Sports Journalism

Endorsed by the NBA





Master's Degree Sports Journalism

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/master-degree/master-sports-journalism

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01

Introduction

The essence of sports journalism remains unchanged: to be on site, witness what is happening and know how to tell the story. However, the digital environment has changed everything. The number of ways to transmit information has increased and modern sports journalists must handle traditional media and new tools in order to effectively and accurately inform an increasingly critical and participative audience. This program is the best tool journalists can find to get a boost in the sports communication sector. With the latest educational technology and the prestige of TECH, the world's largest online university.





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Specialize in Sports Journalism with a high-quality Master's Degree that will provide you with the skills of a top professional in this field"

Specialization is a determining factor in any profession, in Sports Journalism too; however, the problem is even more complex in the world of communication because the digital environment has changed not only the concept of media (a newspaper is nowadays considered something different in the 'transmedia' context), but also that of the journalist, who has become a multimedia professional and, as a result, must master all the possibilities offered by the different media (and social networks) and their tools (a mobile or smartphone, in fact, can be considered one of them).

As professors of recognized prestige and professionals with many years of experience, we have deeply analyzed the educational alternatives offered by the market to successfully address the new challenges faced by the profession. The Master's Degree in Sports Journalism offered by TECH Global University is undoubtedly the most complete of all the available programs, because we approach the specialization in its many different aspects.

The Master's Degree in Sports Journalism offers journalism professionals a practical, dynamic and flexible option to update techniques and concepts in their specialty, as well as discover innovative processes applicable to the practice of their profession.

In addition, 10 comprehensive masterclasses are included, offered by a first-rate guest faculty of NBA experts with a long history in sports analysis and broadcasting. They will give their unique and distinctive vision of each topic covered in the Master's Degree, providing a practical approach relevant to data journalism, sports language and broadcasting of major events, among others.

This Master's Degree covers many of the educational gaps that some of the current media professionals have in other sports disciplines (basketball, cycling, tennis, motor sports, etc.), it is of great value for those who aspire to be the new referents of Sports Journalism.

This **Master's Degree in Sports Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



Benefit from 10 complete masterclasses, given by 2 international professionals with years of experience in broadcasting NBA games"

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A Master's Degree supported by the best technology, which will allow you to learn in a fluid and efficient way"

The team of professors in the Sports Journalism program have extensive experience in teaching at the university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation undergone by the communication sector. Their direct experiences, their knowledge and the analytical capacity of those who hold a managerial position are the best source to grasp the key to the present and the future of a vocational and exciting profession for those who love sports and communication.

The methodology of the programs offered at TECH Global University, in online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Accessing face-to-face learning is practically impossible for those who are involved in the daily demands of work.

All this educational summary makes this program of specialization in Sports Journalism, which includes all the aspects that are relevant and essential to turn the professional journalist into a true expert in the fields related to Sports Journalism.

With professors who are experts in this area of work, this program is a unique opportunity for professional development.

Get certified in one of the most interesting fields of journalism with TECH Global University.



02

Objectives

The program in Sports Journalism is aimed at obtaining a degree of specialization that allows a journalism professional to develop their career in this field in an optimal way. For this purpose, we have developed the essential theoretical content that will serve as a foundation for the practice, which will be developed intensively throughout the program.





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Understand the way of working in all areas of Sports Journalism, the most up-to-date working methods and the different fields in which this activity can be developed. All with the quality of TECH Global University"



General Objectives

- ♦ Analyze current trends and the forms in which Sports Journalism is practiced
- ♦ Examine the personal and professional skills of a sports communicator
- ♦ Identify opportunities to benefit from the generation of specialized, original and valuable content for the user
- ♦ Generate specialized knowledge on the organization and management of today in a multimedia sports newsroom
- ♦ Develop specialized knowledge about sports activities and the entities that make up the business network in this field
- ♦ Determine the profiles and skills needed for sports companies
- ♦ Identify the importance of communication in the sports environment
- ♦ Generate specialized knowledge on sports marketing and sponsorship
- ♦ Analyze the impact of sport on society
- ♦ Acquire in-depth knowledge of sports organizations
- ♦ Define the functions of the communication departments of sports companies
- ♦ Examine the changes in the management of sports companies
- ♦ Define the different areas of sports organizations
- ♦ Address the development of marketing and advertising in sports
- ♦ Delve in the history of sport
- ♦ Examine the current radio scenario, sports radio in particular, detecting the threats posed by new technologies and the strengths that radio has at its disposal
- ♦ Analyze and identify the different types of sports radio programs that exist today
- ♦ Provide a historical evolution of sports radio from its birth to the present and know the milestones that have marked its progress
- ♦ Compile the necessary journalistic skills in the field of sports in order to be able to rigorously practice Journalism so specialized like that of sports journalism
- ♦ Define the transformation of the traditional radio model, converted as other media in 'transmedia', in order to be able to visualize alternatives in the Sports Journalism of the future
- ♦ Examine the current panorama of sports on television, with the two-way flow offered by generalist and thematic channels, and with two opposing styles, quality programs and 'trash TV' programs
- ♦ Analyze and identify the different formats that deal with sports information: news, programs and broadcasts
- ♦ Evaluate the impact of new technologies on television, the revolution it has brought about in the consumption of sports content, and its application in the coverage and broadcasting of sport
- ♦ Identify the key moments that sports news coverage has had in the history of television
- ♦ Compile the essential terminology for the handling of audiovisual contents offered on television
- ♦ Expose all the internal and external agents involved in the broadcasting of a sporting event
- ♦ Evaluate the similarities and differences between television and radio in the broadcasting of a sporting event

- ♦ Develop the techniques that allow the use of the voice as a tool, applying the rhythm and intonation required for television
- ♦ Specify how a television sports newsroom works and how its various members interact with each other
- ♦ Demonstrate the importance of broadcasting rights and the power that television has in decision making when organizing a sporting event
- ♦ Interpret audiences and the effect of technology on viewers, who have moved away from their passive role
- ♦ Assess the figure of the sports presenter on television, the techniques and tools available to them, and the way they 'act' according to the type of program
- ♦ Define the elements involved in the recording, editing, montage and postproduction of a television video
- ♦ Compile, manage and interpret relevant data through specific digital tools
- ♦ Master tools and resources to visualize data in a clear and attractive way
- ♦ Analyze sports events in-depth
- ♦ Establish relationships with the main sources of investigative Sports Journalism
- ♦ Present photography as an important part of the journalistic discourse
- ♦ Demonstrate that, in one way or another, images support stories
- ♦ Recognize the core value of the photojournalist
- ♦ Establish an approach to the different aspects of sports photography
- ♦ Develop skills for an optimal distribution of multi-sport contents
- ♦ Acquire advanced knowledge of the sports disciplines with the greatest media projection
- ♦ Analyze the fundamentals of almost fifty other disciplines to reinforce a comprehensive overview of multisport aspects
- ♦ Examine the most recommendable guidelines when approaching the news report and other journalistic genres (to cover these sports)
- ♦ Generate specialized knowledge on regulations and strategies that subsequently enrich journalistic pieces
- ♦ Delve in the history of major sporting events and the geopolitical dimension that contextualizes them
- ♦ Analyze the historical milestones in major events that have found the necessary repercussions to break established social patterns
- ♦ Evaluate the intimate relationship between power and sport, and between politics and major sporting events, with the media at times exercising power and at other times its true counter-power function
- ♦ Offer the key to the correct use of the language of sports
- ♦ Make known the diversity of terminology in the world of sports
- ♦ Apply knowledge on the use of language to journalistic writing of chronicles, news, reports or interviews



Specific Objectives

Module 1. Sports Journalism

- ♦ Analyze the direction of sports journalism: “wherever it goes”
- ♦ Carry out an in-depth study of the forms of organization of sports newsrooms
- ♦ Identify the opportunities offered by the technologization of journalism
- ♦ Examine the qualities of a good sports journalist
- ♦ Define the different sources of sports journalism
- ♦ Specify the ethical and deontological codes that govern sports journalists
- ♦ Identify the signs of the different genres of sports journalism

Module 2. Sports Journalism and its Multiple Environments

- ♦ Analyze the impact of sport on society
- ♦ Acquire in-depth knowledge of sports organizations
- ♦ Define the functions of the communication departments of sports companies
- ♦ Examine the changes in the management of sports companies
- ♦ Define the different areas of sports organizations
- ♦ Address the development of marketing and advertising in sports
- ♦ Delve in the history of sport





Module 3. Online or Digital Sports Journalism

- ♦ Master the methodology and techniques used by the online media
- ♦ Analyze how to manage social media strategies
- ♦ Start a business and manage your personal brand
- ♦ Develop a Community Manager specialized knowledge to manage communication with the audience
- ♦ Structure, organize and make the most of the spaces on a website
- ♦ Determine the styles of narrative journalism

Module 4. Sports Journalism in Radio

- ♦ Develop the necessary and specific skills to generate content for any radio format
- ♦ Examine the internal and external agents involved in the development of a radio sports program
- ♦ Develop specialized knowledge on techniques to improve the voice as an essential tool for radio
- ♦ Analyze the new radio platforms that support and increase the broadcasting of sports radio
- ♦ Demonstrate the use of social media as a means to enhance the messages of sports programs
- ♦ Evaluate how a radio journalist acts in the daily coverage of current affairs
- ♦ Perform audience measurements and establish the techniques used for interactivity with listeners

Module 5. Sports Journalism in Television

- ♦ Compile the essential terminology for the handling of audiovisual contents offered on television
- ♦ Expose all the internal and external agents involved in the broadcasting of a sporting event
- ♦ Evaluate the similarities and differences between television and radio in the broadcasting of a sporting event
- ♦ Develop the techniques that allow the use of the voice as a tool, applying the rhythm and intonation required for television
- ♦ Specify how a television sports newsroom works and how its different members interact with each other
- ♦ Demonstrate the importance of broadcasting rights and the power that television has in decision making when organizing a sporting event
- ♦ Interpret audiences and the effect of technology on viewers, who have moved away from their passive role
- ♦ Assess the figure of the sports presenter on television, the techniques and tools available to them, and the way they 'act' according to the type of program
- ♦ Define the elements involved in the recording, editing, montage and postproduction of a television video

Module 6. Data and Investigative journalism

- ♦ Analyze sports from a data journalism perspective
- ♦ Select appropriate data sources for specific statistical news items
- ♦ Support information or opinions with relevant data
- ♦ Compile, process, manage, filter and compare statistics
- ♦ Access, discriminate and publish confidential information and leaks

Module 7. Sports Photojournalism

- ♦ Provide students with knowledge about photography that most journalists do not have
- ♦ Implement a powerful base of image concepts to create a conceptual foundation for photography
- ♦ Help students learn why photographs are used in certain ways
- ♦ Rethink previous knowledge of photography
- ♦ Examine what the leaders in this field are currently doing
- ♦ Analyze what has been done up to the present day
- ♦ Raise awareness in favor of joint work between photographer and editor

Module 8. Specialization in Sports

- ♦ Identify the key to the development of a sporting event to provide the most accurate interpretation
- ♦ Analyze the ins and outs of the following disciplines: rugby, basketball, cycling, athletics, motor sports, tennis and golf
- ♦ Define the key to the regulations of sports disciplines with less media projection
- ♦ Advance in the specialization in multisport matters
- ♦ Define patterns for optimal content distribution
- ♦ Specify the chronicle guidelines according to each sport discipline
- ♦ Examine the performance of prestigious events such as the U.S. Masters in golf, the Davis Cup in tennis and the Grand Tours in cycling

Module 9. Major Sporting Events

- ♦ Compile the most relevant facts in the history of major sporting events (Olympic Games, World Cups and the most important tournaments in other disciplines such as motorsports, tennis, basketball or golf) from their origins to the present day
- ♦ Evaluate the political, social, economic and cultural circumstances in which they are developed, and which give full meaning to them
- ♦ Expose the techniques, resources, skills and circumstances in which news coverage of a major event such as a World Cup, Olympic Games or Formula One World Championship is carried out
- ♦ Demonstrate how to organize a major event in its four phases (design, development, management and completion) by defining the type of event, structure and strategic objectives
- ♦ Specify the practical case of the organization of a Davis Cup tennis final, with the creation of an organizing committee, a media strategy and the organization of the press
- ♦ Demonstrate the importance of broadcasting rights and the power that television has in decision making when organizing a sporting event
- ♦ Interpret the assignment of image exploitation rights and how it directly affects the development of sports journalism
- ♦ Assess the role of women in their participation in major sporting events: from the creation of their own Games in Ancient Greece to the quest for equality today

Module 10. Sports Language

- ♦ Study the importance of sports language in the context of common language
- ♦ Know the etymology and use of sports words
- ♦ Study the presence of words and expressions from the language of sports in other areas and news sections
- ♦ Analyze the contribution of sports journalistic language and its innovations (neologisms) in the evolution of dictionaries
- ♦ Understand the most common lexical and semantic errors made in everyday sports journalism
- ♦ Know and analyze foreign terms used in the world of sports
- ♦ Analyze the most common rhetorical resources in sports journalistic discourse
- ♦ Use and study how sports language is included in glossaries and style books of journalistic media, as well as other resources available online for the correct use of the language



Our goal is simple: to offer you a high-quality program, with the most developed teaching resources so that you can achieve the best results with little effort"

03 Skills

The skills that today's sports journalists must master are multiple. They must not only be able to cope with a multitude of sports and situations, but also have the ability to adapt to their environment in order to make the most of it. For this reason, this Master's Degree also focuses on taking journalists' skills to the next level, giving them a real practical advantage in fields such as radio, television, Data Journalism or even Sports Journalism on social networks and the Internet.





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Acquire expert skills in police communication, through this complete program that will allow you to master the tools and work methods specific to this area of Journalism"



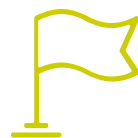
General Skills

- Apply innovative techniques and concepts used in the speciality sports journalism
- Use innovative processes that apply to the practice of the profession
- Be proficient in all sports disciplines in terms of journalistic communication
- Manage new communication channels on the internet

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Keep updated in all the fields of journalistic communication in the sports sector with this Master's Degree that will allow you to master all the new processes and work methods"





Specific Skills

- ♦ Manage the quality criteria of sports photojournalism
- ♦ Use sports language in a broad and accurate manner
- ♦ Possess an extensive multi-sport specialization in journalistic communication
- ♦ Know how to use data journalism in a practical way
- ♦ Conduct thorough investigative journalism
- ♦ Work in Sports Journalism online
- ♦ Successfully perform Sports Journalism on the radio
- ♦ Understand the particularities of Sports Journalism on television
- ♦ Use social networks as a means of communication in Sports Journalism

04

Course Management

This Master's Degree in Sports journalism is taught by industry professionals with extensive experience in journalism and teaching who will try to give you a real vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.





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Learn from experts in the field and start to progress in a dynamic and interesting profession"

International Guest Director

Born in Puerto Rico, Alvaro Martin received his degree from Harvard University and an his MBA from Harvard Business School.

Martin is the only original Spanish-language ESPN network anchor who has remained with the network ever since, covering all NBA events.

He also has the distinction of being the first talent to serve as a dual-language sports anchor in ESPN's history, is ESPN's most experienced NBA commentator in either English or Spanish, has informed and entertained Spanish-speaking NBA basketball fans around the world for more than two decades, has been nominated for a Spanish-language Emmy Award as a sports broadcaster, and has also hosted 20 NBA Finals for ESPN and ABC in their Spanish-language versions.



D. Martín, Álvaro

- Basketball analyst and commentator with extensive international experience
- Bachelor's degree from Harvard University
- Master's Degree in Business Administration from Harvard Business School

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Thanks to TECH, you will be able to learn with the best professionals in the world”

International Guest Director

Born and raised in Bayamon, Puerto Rico, "El Coach" played basketball and was a middle distance runner in his youth. After earning his Bachelor's Degree in Business Administration and Physical Education, he began his coaching career in youth programs, eventually coaching at all levels in Puerto Rico.

After an outstanding career as a Basketball Coach in Puerto Rico, Carlos Morales came to ESPN in February 2000 to serve as a Basketball Analyst in Spanish, bringing all his experience in NBA events.

He is currently Assistant Coach of the Puerto Rico Women's National Team and is a member of the National Association of Basketball Coaches and the World Association of Basketball Coaches.



Dr. Morales, Carlos

- Assistant Coach of the Puerto Rico Women's Basketball National Team.
- Basketball Analyst at ESPN
- Member: National Association of Basketball Coaches, World Association of Basketball Coaches
- Bachelor's Degree in Business Administration and Physical Education

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Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Mr. Pérez Zorrilla, Carlos

- ♦ Head of Department at Estadio Deportivo Newspaper
- ♦ Graduate in Journalism from the Andalusian Center for Business Studies (CEADE), Seville
- ♦ Head of Digital Content at Estadio Deportivo Newspaper
- ♦ Website Editor for Tourism and Sports in Andalusia
- ♦ Collaborator of Onda Cero Sevilla
- ♦ Collaborator of Canal Sur Radio
- ♦ Professor of the Master's Degree in Sports Journalism at the University of Seville, CEPO Sport Group, FiebreFútbol and Nerdsfy

Professors

Ms. Chávez González, Luisa María

- ♦ Graduate in Journalism, University of Seville
- ♦ Trainee Editor at Diario de Sevilla
- ♦ Contributor to the program "It's not Friday yet", Sevilla FC Radio
- ♦ Trainee Editor at Estadio Deportivo
- ♦ Editor at Ooh! Jerez
- ♦ Contributor to the Decibelios AM website

Mr. Adorna León, Joaquín

- ♦ Graduate in Information Sciences, specializing in Journalism, in the first graduating class of the Faculty of Information Sciences of the University of Seville
- ♦ Professor in the Module 'The Written Press' of the Master's Degree in Sports Journalism at the University of Seville

Mr. Palomo Armesto, Álvaro

- ♦ Website Content Writer at Medina Media
- ♦ Graduate in Journalism
- ♦ Multimedia Editor at Estadio Deportivo
- ♦ Head of Press at CD Patín Macarena
- ♦ Editor at El Correo de Andalucía
- ♦ Editor at El Diario de Sevilla

Mr. García Collado, José Enrique

- ♦ Degree in Journalism, University of Seville
- ♦ Expert Course in Big Data Deportivo by the University of Valladolid
- ♦ Master's Degree in Community Management at CEDECO school
- ♦ Specialization course in Programmatic Advertising at Skiller Academy



05

Structure and Content

This program's contents have been developed by the different professors of this course, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in Sports Journalism.

The content of this Master's Degree will allow you to learn all aspects of the different disciplines involved in this area: a very complete and well-structured program that will lead you to the highest standards of quality and success





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A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Module 1. Sports Journalism

- 1.1. The Present and Future of Sports Journalism
 - 1.1.1. New Trends and the Current Market
 - 1.1.1.1. Tendency to Specialize in Microjournalism. Niche Journalism
 - 1.1.1.1.1. Journalism with 'Surnames' (from All-rounder to Specialist)
 - 1.1.1.1.2. Specialist Credibility
 - 1.1.1.2. Transmedia Storytelling
 - 1.1.1.3. Hyperlocalism and Globalization
 - 1.1.1.4. Innovation in Themes and Approaches
 - 1.1.2. The Multimedia Journalist
 - 1.1.2.1. One Function, Many Supports to Perform It
 - 1.1.2.1.1. The Press (Radio, TV, Online, Social Media)
 - 1.1.2.2. Similarities and Differences between Each Medium
 - 1.1.3. The User: Core of Content Production and Management Model
 - 1.1.4. The Evolution of Newsrooms
 - 1.1.4.1. Independent and Mixed Newsrooms
 - 1.1.5. Freelancers
 - 1.1.6. Reporters and Special Correspondents
 - 1.1.7. Crowdfunding
 - 1.1.8. E-Commerce
- 1.2. The Sources
 - 1.2.1. The Agenda
 - 1.2.2. Information Agencies
 - 1.2.3. Representative Agencies
 - 1.2.4. The Relationship with Athletes
 - 1.2.4.1. Soccer Players and their Cloud
 - 1.2.4.2. Participants of Minority Sports
 - 1.2.5. "Off the Record"
- 1.3. Documentation
 - 1.3.1. Documentation in Different Medias
 - 1.3.2. How and Where to Look for Information





- 1.4. Ethics and Journalistic Deontology
 - 1.4.1. General Ethical Principles
 - 1.4.1.1. The Value of Impartiality
 - 1.4.2. Specialized Ethics
 - 1.4.3. Misleading Marketing? Subliminal Advertising?
 - 1.4.4. Educational Responsibilities
- 1.5. Genres and Styles
 - 1.5.1. Creativity Techniques. Breaking the Mold
 - 1.5.2. The Chronicle as a Star Genre
 - 1.5.3. On the Radio
 - 1.5.4. On Television
 - 1.5.5. Online
- 1.6. Disabled Sports and the Emergence of Women's Sports
 - 1.6.1. Sport and Disability in Europe
 - 1.6.2. Minority Sports in the Press
 - 1.6.3. The Sportswoman and Journalist
- 1.7. International Dimension of Sport
 - 1.7.1. Sport as an Integrative Tool
 - 1.7.2. Sports and Propaganda
- 1.8. Official Club Media
 - 1.8.1. Social Media Profiles
 - 1.8.1.1. The Athlete, a New Source of Information-Specialization in New Media
 - 1.8.2. The Effects of the Coronavirus on the Development of Press Conferences and the Mixed Zone
- 1.9. Communication Offices
 - 1.9.1. Communication Strategies to Create a Good Reputation and Brand Image
 - 1.9.2. Communications Offices of Sports Institutions
 - 1.9.2.1. Access to Interviews
- 1.10. History of International Sports Journalism
 - 1.10.1. History of International Journalism
 - 1.10.2. Major International Sports Medias

Module 2. Sports Journalism and its Multiple Environments

- 2.1. The Social Environment of Sport
 - 2.1.1. Social Aspects Related to Sport. Sports Sociology
 - 2.1.2. Sport, a Phenomenon of Enormous Sociocultural Impact
- 2.2. The Social Environment of Sport
 - 2.2.1. Sports Economics
 - 2.2.2. Sports-related Professions and Sports Professionals
- 2.3. Sports Management
 - 2.3.1. Sports Business Management
 - 2.3.1.1. Structure and Organization of the Sports Company
 - 2.3.1.2. Organization Chart and Task Distribution
 - 2.3.2. Sport Club Management
 - 2.3.3. Amateur and Professional Sport Organization
 - 2.3.3.1. Levels of Competition
 - 2.3.4. High Performance
 - 2.3.5. Business ethics
 - 2.3.6. The Contribution of New Technologies
 - 2.3.6.1. Mobile Applications for Booking Facilities
- 2.5. Communication Management in the Field of Sports
 - 2.5.1. Communication Management Skills
 - 2.5.1.1. Leadership (The Natural Leader)
 - 2.5.1.2. Decision-Making
 - 2.5.1.3. Negotiation
 - 2.5.1.4. Crisis Management
 - 2.5.2. Internal and External Corporate Communication
 - 2.5.3. Ways to Lead and Team Build
- 2.6. Sports and Health
 - 2.6.1. Principles of Sports Medicine. Traumatology
 - 2.6.1.1. The Most Commonly Used Medical Terms in the Sports Press and the Most Frequently Occurring Injuries
 - 2.6.2. Occupational Hazard Prevention
 - 2.6.3. Safety during the Practice of Sports

- 2.7. Sports Psychology
 - 2.7.1. Relevance and Functions of Psychology in Sport
 - 2.7.2. Psychology and Sports Performance
- 2.8. Sports Advertising and Sponsorship
 - 2.8.1. The Relevance of Marketing in the World of Sports
 - 2.8.2. Commercial Marketing Techniques Applied to Sports Journalism
 - 2.8.2.1. Sale of Advertising in the Press, Radio, TV and Online
 - 2.8.3. Branding
 - 2.8.3.1. Brand Image
 - 2.8.3.2. Creating Your Own Brand
 - 2.8.3.3. Communication Requirements The Keys to Success
 - 2.8.4. Profitability Risk
 - 2.8.5. Measurement of Return of Investment
 - 2.8.6. Sports Foundations
- 2.9. Sport as Mass Entertainment
 - 2.9.1. The Importance of Sport as Mass Entertainment

Module 3. Online or Digital Sports Journalism

- 3.1. Overview of Online Media
 - 3.1.1. Methods and Techniques
 - 3.1.1.1. Technology Applied to Sports Journalism
 - 3.1.1.2. The App and the Mobile Version
 - 3.1.2. The Latest Technological Advances
 - 3.1.3. The Introduction of E-Sports
- 3.2. Social Media as a Journalistic Tool
 - 3.2.1. Control Tools for Social Network Use
 - 3.2.2. Strategic Analysis of Social Media
 - 3.2.3. Digital Marketing on the Internet
 - 3.2.4. Entrepreneurship (personal branding) and Management (network reputation). Our Digital Identity

- 3.2.5. The Most Used Social Media Networks
 - 3.2.5.1. Twitter
 - 3.2.5.2. Facebook
 - 3.2.5.3. Instagram
 - 3.2.5.4. YouTube
 - 3.2.5.5. Other Tools: Snapchat, Periscope, etc.
- 3.2.6. Copyright of Images Online
- 3.2.7. The World of Sports Blogs
- 3.3. Structure of Sports Websites
 - 3.3.1. Organization of Spaces
 - 3.3.2. Drafting of News Pieces
 - 3.3.3. Dangers of Immediacy
- 3.4. Analysis, Development and Measurements
 - 3.4.1. Evolution of Audience Measurement Systems
 - 3.4.1.1. Passive Methods (Web-Centric)
 - 3.4.1.1.1. Log Files
 - 3.4.1.1.2. Tags or Labels
 - 3.4.1.2. Active Methods (User-Centric)
 - 3.4.1.3. Hybrid Measurement Systems
 - 3.4.1.3.1. ComScore
 - 3.4.1.3.2. Nielsen
 - 3.4.2. Ad Server
 - 3.4.2.1. Evolution
 - 3.4.2.1.1. Unchin, MeasureMap, Doubleclick, Google Analytics
 - 3.4.3. Programmatic Advertising and its Risks
 - 3.4.3.1. Participants Involved in the Process: Ad Exchanges, DSP (Demand Side Platform), Data Partners, SSP (Supply Side Platform)
- 3.5. Audience Behavior in Digital Business
 - 3.5.1. SEO and SEM Positioning
 - 3.5.1.1. Advantages and Differences between SEO and SEM
 - 3.5.1.2. Five Advanced SEO Techniques
 - 3.5.2. Leads
 - 3.5.2.1. Records
 - 3.5.2.2. MQL (Marketing-Qualified Lead)
 - 3.5.2.3. SQL (Sales-Qualified Lead)
 - 3.5.2.4. CPC, CTR, CPA, CPM y CPL
 - 3.5.3. Identification of Communities
 - 3.5.3.1. Discovering their Needs
 - 3.5.3.2. Engagement with Users
 - 3.5.3.3. Active User Profiles
 - 3.5.4. User Monitoring on Social Media
 - 3.5.4.1. The Different Types of Audiences on Social Media
 - 3.5.4.2. Monitor How Content is Consumed
 - 3.5.4.3. Interaction with Users
 - 3.5.5. Chatbots
- 3.6. Digital Media Advertising Strategies
 - 3.6.1. Creating a Digital Ecosystem
 - 3.6.2. Inbound Marketing Projects
 - 3.6.3. Newsletters
 - 3.6.4. The Community Manager in Sports Media
- 3.7. The Importance of the Video
 - 3.7.1. Live Broadcasts
 - 3.7.1.2. YouTube Channels
- 3.8. Sports Journalism in the Written Press
 - 3.8.1. Printed Sports Newspapers
 - 3.8.2. Design and Layout of Sports Publications
 - 3.8.2.1. Infographics and Graphic Design
 - 3.8.3. Online Sports Newspapers
 - 3.8.3.1. Digital Platforms. Orbyt, Kiosko, etc.
 - 3.8.4. Sports in General Media
 - 3.8.4.1. General Press and Sports Press
 - 3.8.4.2. Special Supplements
 - 3.8.4.3. Specialized Pages and Advertorials

- 3.8.5. Specialized Journals
- 3.8.6. International Sports Press
- 3.8.7. Sports Media Sales
- 3.9. Narrative Journalism
 - 3.9.1. Chronicles, Reports, Interviews, Profiles, Opinion Articles or Columns, Editorials, etc.
 - 3.9.1.1. Evolution and Style of Chronicles
 - 3.9.2. Information and Opinion
 - 3.9.2.1. Signatures
- 3.10. The Crisis of the 21st Century. The Difficult Transition to Digital
 - 3.10.1. The Difficult Transition to Digital

Module 4. Sports Journalism in Radio

- 4.1. Sports Radio Today
 - 4.1.1. Multi-Connection Programs
 - 4.1.1.1. Sports Carousel
 - 4.1.1.2. Bulletins
 - 4.1.1.3. Sports Magazine
 - 4.1.2. Program Types
 - 4.1.2.1. Newsletters
 - 4.1.2.2. Talk Shows
- 4.2. New Technologies and the Future of Radio
 - 4.2.1. Podcasts
 - 4.2.2. Hybrid Radio
- 4.3. New Forms of Radio Consumption
 - 4.3.1. Platforms
 - 4.3.2. Social Media
- 4.4. Practical Tips for Radio
 - 4.4.1. Elaboration of a Program Script
 - 4.4.2. The Art of Improvisation
 - 4.4.3. Daily News Coverage

- 4.5. Production
 - 4.5.1. The Producer's Role
 - 4.5.2. Production of Special Programs
- 4.6. Radio Formats
 - 4.6.1. News and Briefs
 - 4.6.2. Reports
 - 4.6.3. The Interview
 - 4.6.4. The Opinion
 - 4.6.4.1. Monologues
 - 4.6.4.2. Talk Show Hosts
 - 4.6.5. Humor
- 4.7. Sports Broadcasts
 - 4.7.1. Techniques and Models
 - 4.7.1.1. On-Site and In-Studio Broadcasts
 - 4.7.1.2. The Wireless Microphone.
 - 4.7.2. Evolution of Narration
 - 4.7.3. The Professional Soccer League fee for Radio Broadcasters
- 4.8. The Voice as a Tool
 - 4.8.1. Basic Concepts: Tone, Pitch and Volume
 - 4.8.2. Diction and Vocalization
 - 4.8.3. Diaphragmatic Breathing
 - 4.8.4. Intonation
- 4.9. Advertising on Sports Radio
 - 4.9.1. New Advertising Formats
 - 4.9.1.1. Audiences
 - 4.9.1.2. Techniques to Engage Listeners

Module 5. Sports Journalism in Television

- 5.1. Current Television Panorama
 - 5.1.1. Sport on Television Today
 - 5.1.1.1. Thematic Channels
 - 5.1.1.2. General Channels
 - 5.1.1.3. Quality Sports Journalism
 - 5.1.1.4. Sports "Trash TV"
 - 5.1.2. Formats: News, Programs and Broadcasts.

- 5.2. New Applied Technologies in the Television Industry
 - 5.2.1. The Revolution of Television Consumption
 - 5.2.2. Connection and Delivery Systems
 - 5.2.3. New Applied Technologies in Sports
- 5.3. Audiovisual Sports Content
 - 5.3.1. The Rundown of a Sports Program on Television
 - 5.3.2. Tools to Create an Audiovisual Story
 - 5.3.3. Genres
 - 5.3.4. Live and Pre-recorded Broadcasts
- 5.4. Sports Broadcasts
 - 5.4.1. The Rundown of a Broadcast
 - 5.4.2. The Mobile Unit
 - 5.4.3. The Narrator
 - 5.4.4. The Commentators
 - 5.4.5. New Audio Options (Radio-TV)
 - 5.4.6. Similarities and Differences of Radio Narration
 - 5.4.7. Flash Interview
 - 5.4.8. Copyright of Images
- 5.5. Television Newsrooms
 - 5.5.1. The Producer
 - 5.5.2. The Director
 - 5.5.3. The Commentators
 - 5.5.4. ENG (Electronic News-Gathering) Editor
 - 5.5.5. Writing and Operating Models
 - 5.5.6. Television Control
- 5.6. The Presenter and their Tools
 - 5.6.1. Auto-Cue or Prompter
 - 5.6.2. The Body Expression
- 5.7. Audiences
 - 5.7.1. Multiscreen Audience
 - 5.7.2. Indicators and/or Meters (Audiometers)
 - 5.7.3. Audience Analysis and Interpretation
- 5.8. Filming, Editing and Post-production of the Video

- 5.8.1. The Professional Digital Camera
- 5.8.2. Audiovisual Language
 - 5.8.2.1. The Image
 - 5.8.2.2. Types of Plans
 - 5.8.2.3. Music How and When to Use It
- 5.8.3. Text Structure in Television
- 5.8.4. Editing Programs
- 5.9. Practical Tips for Working in Television
 - 5.9.1. Educating the Voice
 - 5.9.1.1. The Same Tool. A Different Use for Radio
 - 5.9.1.2. Intonation and Rhythm in Television
 - 5.9.2. The Art of Live Broadcasts. Naturalness
- 5.10. History of Sports on Television
 - 5.10.1. Leni Riefenstahl. History of Sports Broadcasting
 - 5.10.2. Evolution of Sports Broadcasting

Module 6. Data and Investigative journalism

- 6.1. Data Journalism
 - 6.1.1. Journalistic Documentation
 - 6.1.2. Infographics
 - 6.1.3. Fact Checking
 - 6.1.4. Graphic Representation
 - 6.1.5. The Importance of Data Journalism Today
 - 6.1.5.1. Milestones in the Field in Recent Years
- 6.2. Statistics
 - 6.2.1. Concept and Uses
 - 6.2.2. Statistical Objectives
 - 6.2.3. Types of Statistics
 - 6.2.4. Application to Journalism
 - 6.2.4.1. Application to Sports Journalism

- 6.3. Smart Data Analysis
 - 6.3.1. Smart Data Classification
 - 6.3.2. Data Mining
- 6.4. Data Journalism Formats
 - 6.4.1. Internet, Press, TV, Radio
 - 6.4.2. Main Tools for Each Media.
 - 6.4.3. How to Prepare an Online and Print Data Report
- 6.5. Introduction to Big Data
 - 6.5.1. Definition
 - 6.5.1.1. The Vs of Big Data
 - 6.5.1.2. Predictive Analysis
 - 6.5.1.3. Moneyball
 - 6.5.1.4. Big Data in Sport
- 6.6. Data Analysis and Interpretation Tools
 - 6.6.1. Excel
 - 6.6.2. SAP Predictive Analytics
 - 6.6.3. SAS Analytics
 - 6.6.4. Qlik View
 - 6.6.5. Tableau Public
 - 6.6.6. Penatho
 - 6.6.7. Klipfolio
 - 6.6.8. Sisense
 - 6.6.9. Cyfe
 - 6.6.10. Power BI
- 6.7. Artificial Intelligence
 - 6.7.1. The importance of Artificial Intelligence
 - 6.7.2. Artificial Intelligence in Sport
 - 6.7.3. Artificial Intelligence in Sports Journalism
- 6.8. Machine Learning
 - 6.8.1. Machine Learning in Sport
 - 6.8.2. Machine Learning in Journalism
 - 6.8.3. Artificial Neuronal Networks
 - 6.8.4. Deep Learning
 - 6.8.5. Glossary of Related Terms

- 6.9. Sources of Data Information in Sport
 - 6.9.1. Sources of Data Information in Soccer
 - 6.9.1.1. Transfermarkt
 - 6.9.1.2. SofaScore
 - 6.9.1.3. WhoScored
 - 6.9.1.4. Stats Zone
 - 6.9.1.5. Football-line ups
 - 6.9.1.6. Soccer Association
 - 6.9.1.7. World Referee
 - 6.9.1.8. WyScout
 - 6.9.1.9. InStat Scout
 - 6.9.1.10. ProFootball DB
 - 6.9.2. Sources of Data Information in Other Sports
- 6.10. Investigative Journalism
 - 6.10.1. Characteristics of Investigative Journalists
 - 6.10.2. Qualities of Investigative Journalists
 - 6.10.3. The Relationship with Sources
 - 6.10.3.1. Clubs
 - 6.10.3.2. Athletes
 - 6.10.3.3. Institutions
 - 6.10.3.4. Sports Managers
 - 6.10.3.5. Athletes' Agents
 - 6.10.3.6. The Exchange Market
 - 6.10.4. Filtration

Module 7. Sports Photojournalism

- 7.1. The Role of the Photojournalist
 - 7.1.1. Introduction
 - 7.1.2. Formats
 - 7.1.3. Styles
 - 7.1.4. Functions

- 7.2. Photography
 - 7.2.1. Shooting Modes
 - 7.2.1.1. Program
 - 7.2.1.2. Manual
 - 7.2.1.3. Shutter Priority
 - 7.2.1.4. Speed Priority
 - 7.2.2. Shutter Speed
 - 7.2.3. Diaphragm
 - 7.2.4. ISO
 - 7.2.5. Approach
 - 7.2.5.1. Manual
 - 7.2.5.2. Automatic
 - 7.2.5.2.1. Fixed
 - 7.2.5.2.2. Continuous
 - 7.2.6. RAW or JPG
 - 7.2.7. Composition Rules
- 7.3. Cameras. Suitable Equipment and Software
 - 7.3.1. Mirror Reflex Cameras
 - 7.3.2. Mirrorless Cameras
 - 7.3.3. Required Characteristics
 - 7.3.4. Laptop or Tablet
 - 7.3.5. Selection Software
 - 7.3.6. Developing and Editing Software
- 7.4. Positioning of the Photographer on the Sports Field. Psychology when Interacting with Athletes
 - 7.4.1. Positioning and the Importance of the Type of Lens Used
 - 7.4.1.1. Soccer
 - 7.4.1.2. Basketball
 - 7.4.1.3. Indoor Sports
 - 7.4.1.4. Tennis
 - 7.4.1.5. Rugby
 - 7.4.1.6. Others
 - 7.4.2. Psychology
 - 7.4.2.1. Interviews
 - 7.4.2.2. Sports Field
- 7.5. Current References
 - 7.5.1. Analysis of Photojournalists Who Stand Out for Their Work
- 7.6. Major Photography Agencies
 - 7.6.1. Getty
 - 7.6.2. Reuters
 - 7.6.3. AP
 - 7.6.4. EFE
 - 7.6.5. Others
- 7.7. Photographic Awards
 - 7.7.1. The Importance of the Sports Category in Awards such as the World Press Photo Awards
 - 7.7.2. Other Awards
- 7.8. Historic Publications
 - 7.8.1. Sport Illustrated
 - 7.8.2. El Gráfico
 - 7.8.3. France Football
 - 7.8.4. Sportweek
 - 7.8.5. Don Balón
 - 7.8.6. Others
- 7.9. Analysis of Iconic Photographs
 - 7.9.1. Selection and Study of Photographs Recognized for Their Impact
- 7.10. The Future of Photojournalism
 - 7.10.1. Before Covid-19
 - 7.10.2. After Covid-19

Module 8. Specialization in Sports

- 8.2. Content Management and Rugby Specialization
 - 8.1.1. Content Distribution
 - 8.1.2. Specialization vs. Generalization
 - 8.1.3. Style: Jargon, Neologisms and Foreign Expressions
 - 8.1.4. The Ins and Outs of Rugby
 - 8.1.5. How to Deal with a Data Sheet

- 8.1.6. Other Rules and Concepts Necessary for a Specialist
- 8.1.7. The World Cup
- 8.1.8. The Six Nations
- 8.1.9. Chronicle and News Processing
- 8.2. Specialization in Basketball
 - 8.2.1. Introduction
 - 8.2.2. FIBA Basketball vs. NBA Basketball
 - 8.2.3. Main Violations
 - 8.2.4. Other Considerations
 - 8.2.5. Types of Collective Defenses
 - 8.2.6. NBA Overview/Draft
 - 8.2.7. Test the Market
 - 8.2.8. The Chronicle of Basketball
 - 8.2.9. Other Journalistic Genres
- 8.3. Specialization in Cycling
 - 8.3.1. Introduction
 - 8.3.2. Brief Dictionary for Cycling
 - 8.3.3. Peculiarities of the Chronicle in Cycling
 - 8.3.4. How to Decipher the Classifications
 - 8.3.5. UCI World Tour
 - 8.3.6. Track Cycling
- 8.4. Specialization in Athletics
 - 8.4.1. Introduction
 - 8.4.2. Small Dictionary of Athletics Terms
 - 8.4.3. Stylistic Recommendations
 - 8.4.4. The Chronicle of Athletics
 - 8.4.5. Results and Data Bank
 - 8.4.6. Main Competitions
 - 8.4.7. Records
 - 8.4.8. Doping
- 8.5. Specialization in Motor Sports
 - 8.5.1. Introduction
 - 8.5.2. Specialization in Motorcycle Racing
 - 8.5.3. Small Dictionary of Motorcycling Terms
 - 8.5.4. The Chronicle of Motorcycling
 - 8.5.5. Specialization in Formula 1
 - 8.5.6. Small Dictionary of Formula 1 Terms
 - 8.5.7. The Chronicle of Formula 1
 - 8.5.8. Rally The Importance of Dakar
 - 8.5.9. World Rally Championship (WRC)
- 8.6. Specialization in Tennis
 - 8.6.1. Introduction
 - 8.6.2. Brief Dictionary of Tennis Terms
 - 8.6.3. Keys to the Chronicle in Tennis
 - 8.6.4. Scoring System in the Rankings
 - 8.6.5. The Tennis Court
 - 8.6.6. Tennis in the Olympics
 - 8.6.7. Davis Cup
 - 8.6.8. Fed Cup
- 8.7. Specialization in Golf
 - 8.7.1. Introduction
 - 8.7.2. Brief Dictionary of Golf Terms
 - 8.7.3. Golf Course
 - 8.7.4. Major Tournaments
 - 8.7.5. The Chronicle of Golf
 - 8.7.6. Interpretation of the Results
 - 8.7.7. Golf in the Olympics
- 8.8. Other Sports I
 - 8.8.1. Introduction
 - 8.8.2. Chess
 - 8.8.3. Mountain Climbing
 - 8.8.4. Badminton
 - 8.8.5. Handball

- 8.8.6. Beach Handball
- 8.8.7. Baseball
- 8.8.8. Biathlon
- 8.8.9. Boxing
- 8.8.10. Cricket
- 8.8.11. Curling
- 8.8.12. Duathlon/Triathlon
- 8.8.13. Fencing
- 8.8.14. Skiing
- 8.8.15. American Football
- 8.9. Other Sports II
 - 8.9.1. Beach Soccer
 - 8.9.2. Indoor Soccer
 - 8.9.3. Artistic Gymnastics
 - 8.9.4. Rhythmic Gymnastics
 - 8.9.5. Weightlifting
 - 8.9.6. Equestrian
 - 8.9.7. Ice Hockey
 - 8.9.8. Field Hockey
 - 8.9.9. Rollerskate Hockey
 - 8.9.10. Judo
 - 8.9.11. Karate
 - 8.9.12. Wrestling
 - 8.9.13. Swimming
 - 8.9.14. Synchronized Swimming
 - 8.9.15. Padel
 - 8.9.16. Paralympic Sports
 - 8.9.17. Skating
 - 8.9.18. Canoeing
- 8.10. Other Sports III
 - 8.10.1. Polo
 - 8.10.2. Rowing
 - 8.10.3. High Jump
 - 8.10.4. Skeleton
 - 8.10.5. Snooker

- 8.10.6. Surfing
- 8.10.7. Table Tennis
- 8.10.8. Shooting
- 8.10.9. Taekwondo
- 8.10.10. Horse Racing
- 8.10.11. Sailing
- 8.10.12. Volleyball
- 8.10.13. Beach Volleyball
- 8.10.14. Water Polo

Module 9. Major Sporting Events

- 9.1. History of Major Events I
 - 9.1.1. Introduction and Historical Milestones in the Olympic Games
 - 9.1.2. Historic Medal List of Countries and Athletes
 - 9.1.3. The “Cold War” Transferred to Sports
 - 9.1.3.1. Moscow 1980, the “Boycott Games”
 - 9.1.3.2. The “Robbery of the Century” USA-USSR Basketball Final in Munich ‘72
- 9.2. History of Major Events II
 - 9.2.1. Introduction and Historical Milestones in the World Cup
 - 9.2.2. From Uruguay 1930 to Russia 2018
 - 9.2.2.1. Achievements and Most Relevant Data
 - 9.2.3. Power and Soccer: The Stained Ball
 - 9.2.3.1. The Death Match and Other Episodes
 - 9.2.3.2. “Maradona’s Hand of God” Avenges the Loss of the Falklands
- 9.3. History of Major Events III
 - 9.3.1. Tennis: The 4 Grand Slams
 - 9.3.2. Soccer: The UEFA European Football Championship and Copa America; The UEFA Champions League and Copa Libertadores.
 - 9.3.3. Golf: The Majors
 - 9.3.4. Motor Sport: Formula 1 and Moto GP World Championship
 - 9.3.5. Basketball: FIBA Basketball World Cup and NBA Finals
 - 9.3.6. The Super Bowl Phenomenon

- 9.4. News Coverage of a Soccer World Cup
 - 9.4.1. The IBC (International Broadcast Centre)
 - 9.4.2. Similarities and Differences According to the Media
- 9.5. News Coverage of the Olympic Games
 - 9.5.1. The IBC, the Center of Operations for the Press
 - 9.5.2. The Olympic Village
- 9.6. News Coverage of a Formula 1 World Cup
 - 9.6.1. The Great Travelling Caravan
 - 9.6.2. Training Days, Competition Days
 - 9.6.3. Media With and Without Rights
- 9.7. The Organization of a Major Event
 - 9.7.1. Defining the Type of Event and the Strategic Objectives
 - 9.7.2. The Organizational Structure
 - 9.7.3. Funding and Promotion Methods
 - 9.7.4. Sports Protocol
- 9.8. That is How a Davis Cup is Organized
 - 9.8.1. The 4 Key Phases: Design, Development, Management and Finalization
 - 9.8.2. The Organizing Committee
 - 9.8.2.1. Human Resources Management and Volunteering
 - 9.8.3. Media Strategy
 - 9.8.4. Organization of the Press
- 9.9. Broadcasting Rights
 - 9.9.1. The Assignment of Image Exploitation Rights
 - 9.9.2. Sports Journalism, Television and Television Rights
 - 9.9.3. Information Conditioned by the Possession of Rights
- 9.10. The Role of Women in Major Sporting Events
 - 9.10.1. A Historic Struggle Against Inequality
 - 9.10.1.1. The Heraean Games in Ancient Greece
 - 9.10.2. Participation in the Olympic Games 1900
 - 9.10.2.1. The Women's World Games (1922 and 1926)
 - 9.10.3. Towards Equality

Module 10. Sports Language

- 10.1. The Language of Sports, a Universal and Language-expanding Environment
 - 10.1.1. Sports Language and Common Language
 - 10.1.2. Sports Language in Other Means of Journalism (Politics, Economics)
- 10.2. Foreign Voice in Sport
 - 10.2.1. Etymology, Uses and Abuses
- 10.3. Word Creation Lab
 - 10.3.1. Sports Neologisms
- 10.4. Information and Entertainment with Words
- 10.5. Fertile Ground for Metaphors
 - 10.5.1. Straddling between Journalism and Literature
- 10.6. Room for Improvement: Common Lexical Inappropriacies and Other Avoidable Mistakes
 - 10.6.1. Semantic Word Confusion
 - 10.6.2. Clichés and Commonplaces
 - 10.6.3. Colloquialisms and Profanities
- 10.7. Language and Violence in Sporting Events
- 10.8. Inclusive Language
- 10.9. Responsible Use of Words: Style Guides
- 10.10. Responsible Use of Words: Use and Terminology Dictionaries
 - 10.10.1. Other Tools and Resources for Further Learning



“

*A comprehensive program
that will take you through
the knowledge you need to
compete among the best”*

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



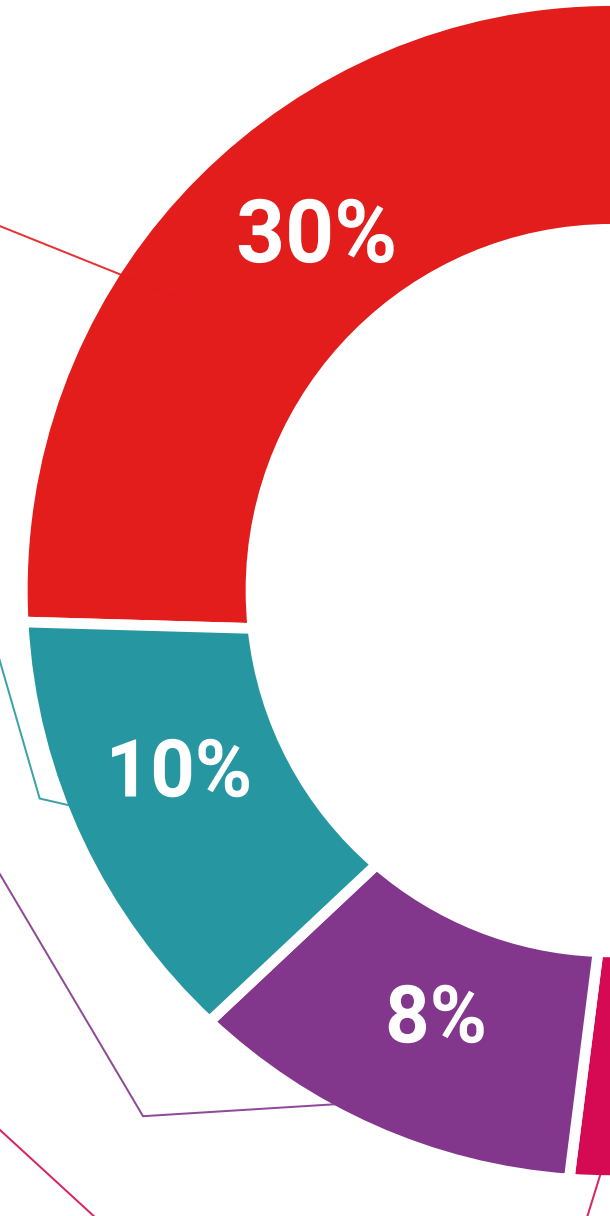
Practising Skills and Abilities

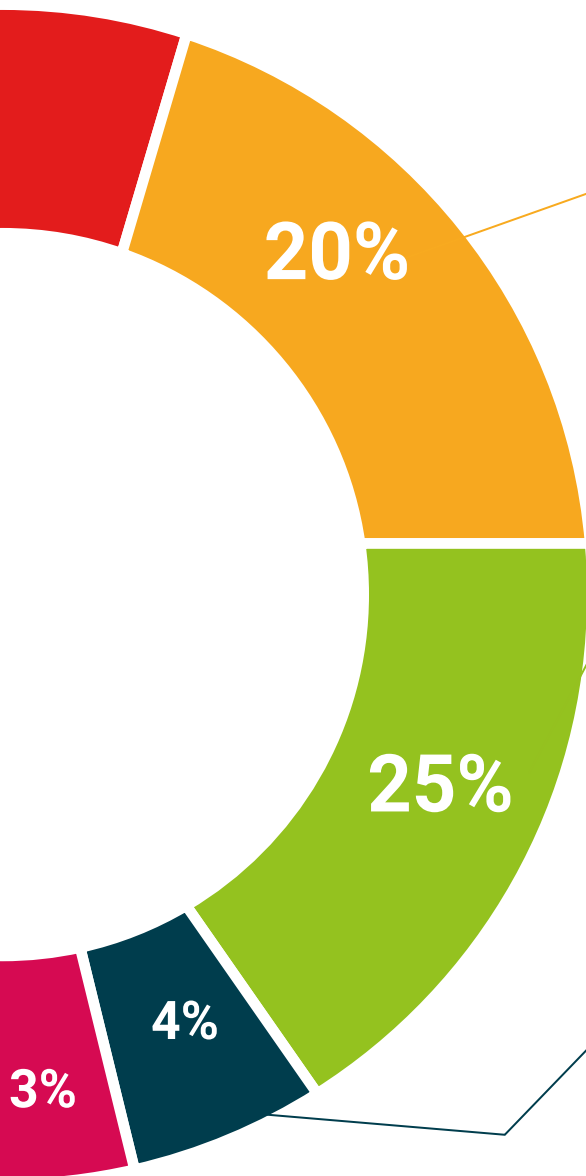
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Certificate

This Master's Degree in Sports Journalism guarantees students, in addition to the most rigorous and up-to-date program, access to a Master's Degree from TECH Global University.



“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This private qualification will allow you to obtain a **Master's Degree in Sports Journalism** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

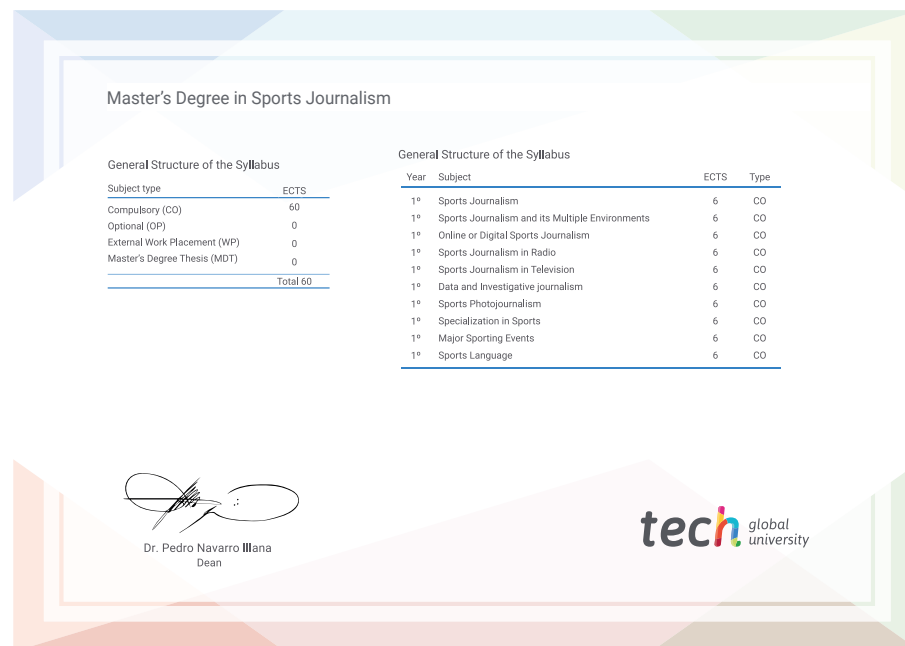
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Master's Degree in Sports Journalism**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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