

# Postgraduate Certificate

## Community Manager. Digital Sports Journalism

Endorsed by the NBA





## Postgraduate Certificate Community Manager. Digital Sports Journalism

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/community-manager-digital-sports-journalism](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/community-manager-digital-sports-journalism)

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01

# Introduction

Journalistic communication already has immense specific importance in the digital field. A way of working that requires extensive and quality education in the use of specific tools and ways of working. This program is the best specialization tool that you will find to prepare you for this sector.



“

*Incorporate the techniques and ways of working of the Community Manager to your professional tools. Digital Sports Journalism with the mastery of a form of communication that moves with its own communicative keys”.*

This complete program offers a specialized vision of online-digital sports journalism, how it is and how it works, analyzes its evolution, the tools it uses and the latest advances. In addition, it exposes the keys to take advantage of the possibilities offered by a website: live digital broadcasts, social media, blogs, the creation and management of a digital identity, audience measurement systems or advertising strategies.

In this way, the journalists specialized in Social Media will be able to practice their profession in collaborative environments and adapt to the changing environment that has marked the new social media through the most avant-garde and effective communication strategies of the current environment. And it will be able to address key aspects for the production of sports print media in print and digital, delves into the crisis of the sector in the XXI century and analyzes what are the new challenges. In addition, the program offers a specialized vision of online-digital sports journalism, how it is and how it works, analyzes its evolution, the tools it uses and the latest advances, and exposes the keys to take advantage of the possibilities offered by a website: live digital broadcasts, social media, blogs, the creation and management of a digital identity, audience measurement systems and advertising strategies.

All this through 150 hours of diverse content developed by a teaching team of the highest level. But that's not all, since it will also have the support of several prestigious figures in the field of Sports Journalism, which have developed 100 minutes of master classes in video format, which can be accessed from any device with an Internet connection, so you can learn first hand the developments in this sector and implement their praxis the best communication strategies in the current context.

This **Postgraduate Certificate in Community Manager. Digital Sports Journalism** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ 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 practicing 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-assessment 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.



*The proven experience of  
TECH is here to help in this  
comprehensive program".*



“

*To round off an academic experience of the highest level, you will have the support of several leading figures in the field of international sports journalism through 10 exclusive masterclasses”.*

The program’s teaching staff includes professionals from the industry who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Get qualified in one of the most interesting fields of journalism with the security of the world's largest online university.*

*Learn all the aspects that successful Sports Journalism professionals must master.*



# 02 Objectives

Postgraduate Certificate in Community Manager. Digital 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 provide students with the necessary knowledge and tools to transfer into practice, which will be developed intensively throughout the program.





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*Learn how to move sports information on social media, with the effectiveness of Community Management in just a few weeks of studying”*



## General Objectives

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- ♦ Develop the key elements in sports information both online and in print media
- ♦ Generate specialized knowledge on the creation of online or press information and present it in an attractive way
- ♦ Analyze how it spread through social media and measure the audience generated by them

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*Our goal is simple: to offer you innovative program, with the most developed teaching resources so that you can achieve the best results with little effort.”*





## Specific Objectives

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- ♦ 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 in the 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



03

# Course Management

Postgraduate Certificate in Community Manager. Digital 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.



“

*Learn from experts in the field and  
start moving in a dynamic and  
interesting profession"*

## International Guest Director

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

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

In addition, he holds the distinction of being the first talent to serve as a dual-language sports broadcaster in ESPN's history, is ESPN's most experienced NBA broadcaster 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.





## Mr. Martín, Álvaro

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- NBA Sportscaster and Sports Analyst for ESPN, Connecticut, United States
- Spanish-language Emmy Award nominee as sports broadcaster
- Harvard University graduate
- Professional Master's Degree in Business Administration at Harvard Business School

“

*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**.



## Mr. Morales, Carlos

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- Assistant coach of the Puerto Rican women's basketball team
- ESPN basketball analyst
- Graduate in Business Administration and Physical Education
- Member of: National Association of Basketball Coaches and World Association of Basketball Coaches

“

*A unique, key, and decisive educational experience to boost your professional development”*

## Management



### Mr. Pérez Zorrilla, Carlos

- ♦ Specialized Sports Journalism
- ♦ Head of Department at Estadio Deportivo Newspaper
- ♦ Head of Digital Content at Estadio Deportivo Newspaper
- ♦ Website Editor for Tourism and Sports in Andalucía
- ♦ Collaborator of Onda Cero Sevilla
- ♦ Collaborator of Canal Sur Radio
- ♦ Graduate in Journalism from the Andalusian Center for Business Studies (CEADE)

## Professors

### Mr. Palomo Armesto, Álvaro

- ♦ Website Content Writer at Medina Media Consulting
- ♦ Multimedia Writer at Estadio Deportivo
- ♦ Head of Press at CD Patín Macarena
- ♦ Editor at El Correo de Andalucía
- ♦ Editor at El Diario de Sevilla
- ♦ Degree in Journalism from the University of Sevilla.

### Mr. García Collado, José Enrique

- ♦ Editor at Estadio Deportivo
- ♦ Degree in Journalism from the University of Sevilla.
- ♦ Journalist and Expert in Sports Big Data from the University of Valladolid
- ♦ Postgraduate Diploma in Big Data in Sports by the University of Valladolid
- ♦ Professional Master's Degree in Community Management at CEDECO school
- ♦ Specialization course in Programmatic Advertising at Skiller Academy



**Mr. Adorna León, Joaquín**

- ♦ Professor of Sports Journalism at the University of Sevilla
- ♦ Journalist and analyst at Besoccer
- ♦ Editorial Director. Estadio Deportivo
- ♦ Degree in Journalism from the University of Sevilla.
- ♦ Degree in Information Sciences from the University of Sevilla.

**Ms. Chávez González, Luisa María**

- ♦ Contributor to the *Decibelios AM* website
- ♦ Contributor to the program *Aún no es viernes* "It's not Friday yet", Sevilla FC Radio
- ♦ Editor at *Ooh! Jerez*
- ♦ Trainee Editor at *Estadio Deportivo*
- ♦ Trainee Editor at *Diario de Sevilla*
- ♦ Degree in Journalism, University of Sevilla
- ♦ Co-author of the book *Por si nunca eres*



*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*



04

# Structure and Content

The contents of this program 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 Community Manager. Digital Sports Journalism.

The content of this Postgraduate Certificate will allow you to learn all aspects of the different disciplines involved in this field: a very complete and well-structured program that will lead you to the highest standards of quality and success.





“

*Complete and efficient, this Postgraduate Certificate is supported by a teaching structure that, in a progressive way, will lead you to the total mastery of this subject"*

## Module 1. Online or Digital Sports Journalism

- 1.1. Overview of Online Media
  - 1.1.1. Methods and Techniques.
    - 1.1.1.1. Technology Applied to Sports Journalism
    - 1.1.1.2. The App and the Mobile Version
  - 1.1.2. The Latest Technological Advances
  - 1.1.3. The Introduction of E-Sports
- 1.2. Social Media as a Journalistic Tool
  - 1.2.1. Control Tools for Social Network Use
  - 1.2.2. Strategic Analysis of Social Media
  - 1.2.3. Digital Marketing on the Internet
  - 1.2.4. Entrepreneurship (personal branding) and Management (network reputation). Our Digital Identity
  - 1.2.5. The Most Used Social Media Networks
    - 1.2.5.1. Twitter
    - 1.2.5.2. Facebook.
    - 1.2.5.3. Instagram
    - 1.2.5.4. YouTube
    - 1.2.5.5. Other Tools Snapchat, Periscope, etc.
  - 1.2.6. Copyright of Images Online
  - 1.2.7. The World of Sports Blogs
- 1.3. Structure of Sports Websites
  - 1.3.1. Organization of Spaces
  - 1.3.2. Drafting of News Pieces
  - 1.3.3. Dangers of Immediacy
- 1.4. Analysis, Development and Measurements
  - 1.4.1. Evolution of Audience Measurement Systems
    - 1.4.1.1. Passive Methods (*Web-Centric*)
      - 1.4.1.1.1. Log Files
      - 1.4.1.1.2. Tags or Labels
    - 1.4.1.2. Active Methods (*User-Centric*)
    - 1.4.1.3. Hybrid Measurement Systems
      - 1.4.1.3.1. ComScore
      - 1.4.1.3.2. Nielsen
  - 1.4.2. Ad Server
    - 1.4.2.1. Evolution
      - 1.4.2.1.1. Unchin, MeasureMap, Doubleclick, Google Analytics
  - 1.4.3. Programmatic Advertising and its Risks
    - 1.4.3.1. Participants Involved in the Process: Ad Exchanges, DSP (*Demand Side Platform*), Data Partners, SSP (*Supply Side Platform*)
- 1.5. Audience Behavior in Digital Business
  - 1.5.1. SEO and SEM Positioning
    - 1.5.1.1. Advantages and Differences between SEO and SEM
    - 1.5.1.2. Five Advanced SEO Techniques
  - 1.5.2. Leads
    - 1.5.2.1. Records
    - 1.5.2.2. MQL (*Marketing-Qualified Lead*)
    - 1.5.2.3. SQL (*Sales-Qualified Lead*)
    - 1.5.2.4. CPC, CTR, CPA, CPM y CPL
  - 1.5.3. Identification of Communities
    - 1.5.3.1. Discovering their Needs
    - 1.5.3.2. Engagement with Users
    - 1.5.3.3. Active User Profiles
  - 1.5.4. User Monitoring on Social Media
    - 1.5.4.1. The Different Types of Audiences on Social Media
    - 1.5.4.2. Monitor How Content is Consumed
    - 1.5.4.3. Interaction with Users
  - 1.5.5. Chatbots
- 1.6. Digital Media Advertising Strategies
  - 1.6.1. Creating a Digital Ecosystem
  - 1.6.2. *Inbound* Marketing Projects
  - 1.6.3. Newsletters
  - 1.6.4. The Community Manager in Sports Media
- 1.7. The Importance of the Video
  - 1.7.1. Live Broadcasts
    - 1.7.1.2. YouTube Channels





- 1.8. Sports Journalism in the Written Press
  - 1.8.1. Printed Sports Newspapers
  - 1.8.2. National Newspapers BORRAR
    - 1.8.2.1. Regional Editions. BORRAR Booklets BORRAR
  - 1.8.3. The Press Closer to Home. BORRAR Local Sports BORRAR
  - 1.8.4. Design and Layout of Sports Publications
    - 1.8.4.1. Infographics and Graphic Design
  - 1.8.5. Online Sports Newspapers
    - 1.8.5.1. Digital Platforms Orbyt, Kiosko, etc.
  - 1.8.6. Sports in General Media
    - 1.8.6.1. General Press and Sports Press
    - 1.8.6.2. Special Supplements
    - 1.8.6.3. Specialized Pages and Advertorials
  - 1.8.7. Specialized Journals
  - 1.8.8. International Sports Press
  - 1.8.9. Sports Media Sales
- 1.9. Narrative Journalism
  - 1.9.1. Chronicles, Reports, Interviews, Profiles, Opinion Articles or Columns, Editorials, etc.
    - 1.9.1.1. Evolution and Style of Chronicles
  - 1.9.2. Information and Opinion
    - 1.9.2.1. Signatures
- 1.10. The Crisis of the 21st Century. The Difficult Transition to Digital
  - 1.10.1. The Difficult Transition to Digital

“A complete program that will take you through the knowledge you need to compete among the best.”

05

# Methodology

This 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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a way of learning 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 prepare 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 balance each of these elements concentrically.

This methodology has prepared 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.

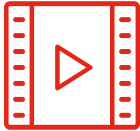
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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 adapted in 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.



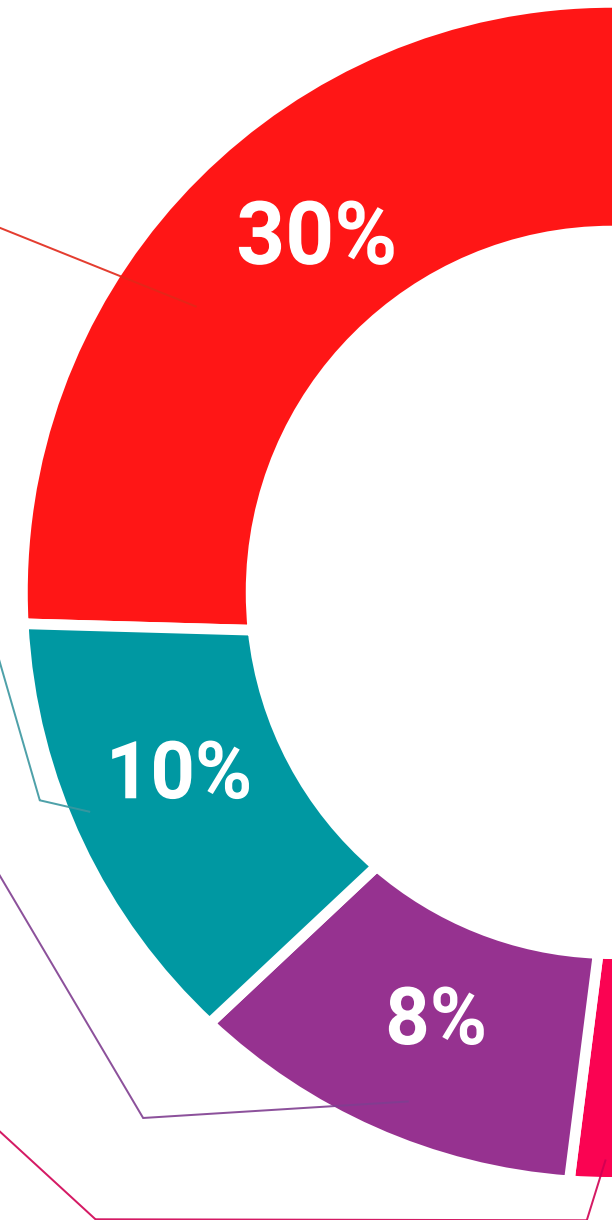
#### Practicing Skills and Abilities

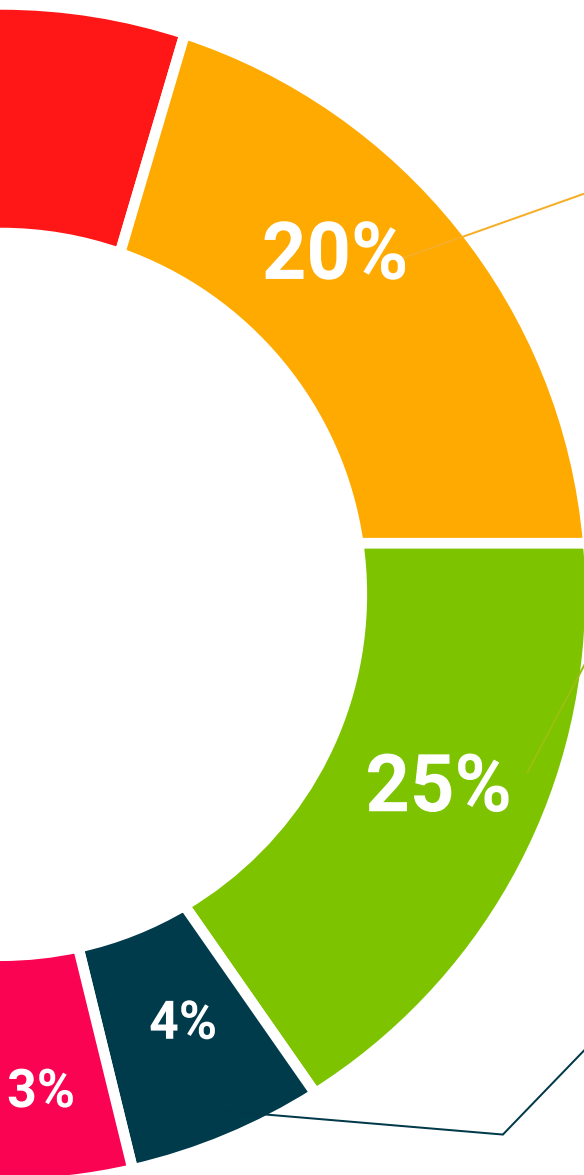
They will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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





# 06 Certificate

Postgraduate Certificate in Community Manager. Digital Sports Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a certificate by TECH Global University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Community Manager Digital Sports Journalism** contains the most compete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Global University** via **tracked delivery\***.

The diploma issued by **TECH Global University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Community Manager. Digital Sports Journalism**

Official N° of Hours: **150 hours**.

**Endorsed by the NBA**



\*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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**Community Manager.**  
**Digital Sports Journalism**

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