

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 Technological University
- » Dedication: 8h/week
- » Schedule: at your own pace
- » Exams: online

Website: 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 qualifications in the use of specific tools and concrete working methods. This program is the best specialization tool that you will find to prepare you for this sector. With the latest educational technology and the prestige of TECH, the world's largest online university.



“

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

This complete Postgraduate Certificate offers a specialized vision of Digital Sports Journalism, how it is and how it works, analyzes its evolution, the tools it uses and the latest advances.

It presents the key elements to take advantage of the possibilities offered by a website: live digital broadcasts, social networks, blogs, the creation and management of a digital identity, the audience measurement system or advertising strategies.

It specializes the professional journalists in Social Media so that they can practice their profession in collaborative settings and adapt to the changing environment that has marked new social media networks.

It addresses key aspects for the production of sports print media on paper and digital, delves into the crisis of the sector in the 21st century and analyzes what the new challenges are.



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

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 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
- ♦ Complementary documentation databases that are permanently available, even after the program

“

A Postgraduate Certificate supported by the best technology, which will allow you to learn in a fluid and efficient way”

The team of professors has extensive experience in teaching at 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 offered at TECH Technological 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.

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

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



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 serve as a foundation for the practice, which will be developed intensively throughout the program.



“

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



General Objectives

- ♦ 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



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

- ♦ 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, a 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 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

“

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

“

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 Professional 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



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10	

04

Structure and Content

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

The content of this Postgraduate Certificate 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.





“

Complete and efficient, this Postgraduate Certificate is supported by a didactic 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
 - 1.8.4. 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 training that will take you through the knowledge you need to compete among the best"

05

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.



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

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 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

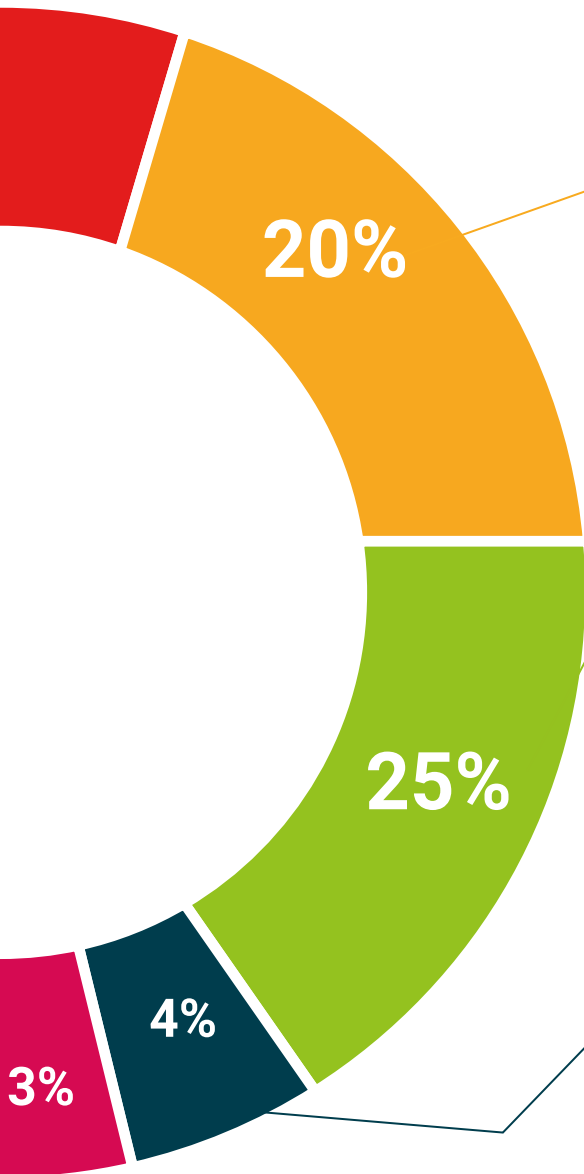
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



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 Technological 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 Technological University** via tracked delivery*.

The diploma issued by **TECH Technological 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 h.**

Endorsed by the NBA



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

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom

tech technological
university

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Digital Sports Journalism

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