

Postgraduate Certificate Journalism, Economics and Sport

Endorsed by the NBA





Postgraduate Certificate Journalism, Economics and Sport

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Teaching Hours: 150 h.

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/journalism-economics-sport

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01

Introduction

Sport is a major factor in the global economy, not only because of the impact it has on the economic framework of a country or region, but also because of the intense and diverse economic flows generated by sporting activity. These types of news, reports and interviews require professionals trained in sports news and economics, which is why TECH has decided to offer this program. Here the journalist will find updated information on the economic influence in sports, the way of telling the facts and the different entities that surround the sports world and that are directly or indirectly related in an economic way. This is a 100% online program, full of high-impact audiovisual material.



“

Know the economic flows that sports activity generates and how the journalist can transform them into information, generating interest, with the quality of an expert”

The value of the production of sports goods and services, their export and import, as well as the costs and benefits of sports activities have a more or less direct impact on both the macroeconomic and microeconomic spheres.

A clear example of this is everything involved in the organization of a sporting event, given that the direct expenditure (whether by fans, participants, sponsors and administrations) to make it happen has a multiplier effect that has an impact on the economy of the country or region, generating GDP and revenue for the Treasury and maintaining jobs.

Therefore, there are news, articles and products that cover both the sporting and economic fields and that must be told in the best possible way in order to clarify the high amounts of money and the type of event that takes place. For this reason, this Postgraduate Diploma offers an overview of how sport, both at the professional and amateur levels, has important implications for the economy. Only by understanding these implications can we understand the importance of sport in today's society, which has become, on more than one occasion, a matter of governance.

This **Postgraduate Certificate in Journalism, Economics and Sport** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in Economics Journalism
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



A complete Postgraduate Certificate in Journalism, Economics and Sport that will give your professional career a boost towards excellence”

“

Learn how to perform a specialized information with data management and the most accurate analysis in the economic area derived from the sports activity”

The team of professors of the Professional Postgraduate Certificate in Journalism, Economics and Sport has extensive experience in teaching at the university level, both in Postgraduate and graduate programs. In addition, they offer to the Postgraduate Certificate in Journalism, Economics and Sport their vision as active professionals, which allows them to know, first hand, the deep transformation that the communication sector has been undergoing.

The methodology of the programs 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. Attending face-to-face classes is practically impossible for those who are involved in the daily demands of work. That is why this Professional Postgraduate Certificate is the quality answer to your educational needs.

All this educational compendium makes this a Postgraduate Certificate of specialization that compiles all the aspects that are relevant and essential to turn the Journalism professional into an authentic expert in the fields related to this type of information.

An exceptional opportunity to study with a high-quality program and the prestige of the largest online university in the world.

A high-level educational tool created for the best professionals in the sector.

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02

Objectives

This Postgraduate Certificate in Journalism, Economics and Sport has been developed to allow the journalism professional to learn all the resources, the communicative modes and the tools of the economic information generated by the sports world. For this purpose, we have developed the essential theoretical content that will provide you with the necessary knowledge and tools to move on to practice, which will be developed intensively throughout the program.





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The future of journalism lies in expertise: become one of the most competitive professionals in the market”



General Objectives

- ♦ Examine the socio-economic framework in which sport activities are found
- ♦ Assimilate the different business models associated with sport
- ♦ Recognize how the economic activity of sport has an impact on other aspects of society



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





Specific Objectives

- ♦ Analyze the different ways of structuring sports companies and how they become major players in a macroeconomic business
- ♦ Examine the media importance of sport and its social repercussions
- ♦ Consider and reflect on the major economic impacts generated by certain sporting events
- ♦ Study the new sports journalism and the importance of social networks in it

03

Course Management

The students with this Postgraduate Certificate in Journalism, Economics and Sports will learn with expert journalists in teaching who will give them an updated and close 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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MARKETING PAGE 4



Cardiac
Valued at \$98M
MEDICAL DEVICE: Car
reflects p

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Get ready to be part of today's dynamic and in-demand profession”

Management



Dr. Ronda Iglesias, Javier

- ♦ Journalist in charge of " Events and Courts" at Canal Sur Radio
- ♦ President of the Management Board of the Press Association of Campo de Gibraltar
- ♦ Associate Professor at the Faculty of Communication of the University of Seville
- ♦ Researcher
- ♦ Author of the book Vecino de Guardia, Tricornio de Guardia and Manual de Periodismo Judicial of the University of Seville
- ♦ D. in Journalism and Communication from the University of Sevilla
- ♦ Degree in Information Sciences University of Seville
- ♦ Law Degree Studies at the Ouberta University of Cataluña
- ♦ He received the Honorary Soldier Distinction from the UME, Military Emergency Unit of the Ministry of Defence. Morón de la Frontera Base, Sevilla
- ♦ National award of the Civil Guard in the modality of radio
- ♦ Member of: Seville Press Association, FAPE and Association of Legal Communicators and Informers



Dr. Campra García de Viguera, Marián

- ♦ Communications Director and Advisor
- ♦ Director of Communications of the Association of Chiefs and Managers of the Local Police of Andalusia, AJDEPLA
- ♦ Communication Director of the Casa de Galicia in Seville, Lar Gallego
- ♦ Director of Communication of the Aesthetic Clinic GOLDEN
- ♦ Director of Communications of the +21 Foundation
- ♦ Director of Communications of the National Federation of Fishermen's Guilds
- ♦ Communications Advisor at Unixa Abogados y Consultores
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Degree in Communication Sciences from Universidad Camilo José Cela, Madrid
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Summer Course "Image and Power of the Media"
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and the Media"

Professors

Mr. Mateo Martín, Ignacio

- ♦ Web application developer at ATOS
- ♦ Founder of the digital magazine La Paradinha
- ♦ Editor in ABC de Sevilla in the Economy section and in the Andalusia section
- ♦ Editor at Europa Press Andalucía
- ♦ Editor at El the press office of the Environment and Water Agency of Andalusia
- ♦ Editor at Estadio Deportivo
- ♦ Degree in Journalism from the University of Seville
- ♦ Senior Technician in Web Applications Development at IES Mirasierra
- ♦ Official Master's Degree in International Relations from the Pablo de Olavide University in conjunction with the International University of Andalusia

04

Structure and Content

Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and Media" The comprehensive content that will allow you to learn all aspects of the different disciplines involved in this field with the quality of a well-structured program that will lead you to the highest standards of quality and success.



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A stimulating, effective and fast learning experience, compatible with your personal and professional life”

Module 1. Journalism, Economics and Sport

- 1.1. Professional Sports, Amateur Sports and e-Sports. A Macroeconomic Business
 - 1.1.1. Professional Sport, a Macroeconomic Business. Transfers and Commissions
 - 1.1.2. The Media Interest in Amateur Sports: The Case of Women's Soccer
 - 1.1.3. The E-Sports Phenomenon
- 1.2. Different Models of Sports Societies. Sports Empires
 - 1.2.1. Sports Societies. The Value of the Member
 - 1.2.2. Sports Corporations. The New Investors, the Social Notoriety
 - 1.2.3. North American Franchises (NBA, MLB, NFL and NHL) and Sports "Empires" (Red Bull, City Football Group, Pozzo, Duchatelet, etc)
- 1.3. Sport as Mass Spectacle and Socialization. Sport in the Business Press I
 - 1.3.1. Sports Already Ignore Borders: NBA, American Soccer (Superbowl)
 - 1.3.1.1. Breaking of Schedules: Early Morning Monitoring (America) Opens a New Door
 - 1.3.2. The "Stadium-Museum Phenomenon"
 - 1.3.3. COVID-19 Cools Down the Sports Industry
- 1.4. Idolatry Sells. The Sport in the Economic Press II
 - 1.4.1. Referents for Permeable Consumers: Children, Adolescents and Young People
 - 1.4.2. Heroes Without Borders: Globalization Expands the Attraction of Admirers
 - 1.4.3. The Stars, Fundamental Poles in the Sale of Television Rights
- 1.5. Sport as a Pillar of Television Audiences. The Sport in the Economic Press III
 - 1.5.1. The Power of the Live Broadcast, the Emotion and the Enthusiastic Masses
 - 1.5.2. A Key Lure to Implement Pay-Per-View Platforms
 - 1.5.3. Farewell to the Carousel. Strange Schedules for the Local Fan
- 1.6. Sponsors: 'Quid pro quo'
 - 1.6.1. Bookmakers, that Necessary Evil for Clubs
 - 1.6.2. The Moral Conflict between Bookmakers and the Media
 - 1.6.3. Local Sponsors, Basic for the Survival of Amateur Sports. The Moral Commitment of the Local Journalist





- 1.7. The Major Sports Impacts in the Global Economy and in the Business Press
 - 1.7.1. Olympic Games and World Cups as Economic Turbines. The Case of Barcelona 92
 - 1.7.2. The Champions League as a Source of Wealth and Tourist Enhancement
 - 1.7.3. The Bosman and Simutenkov Laws. Tax Havens and Peculiarities in Taxation
- 1.8. Media Monitoring Shapes the New Formats. Economic Profitability and Press
 - 1.8.1. Champions League, European League, Copa Libertadores, European Super League?
 - 1.8.2. The Adaptation of Sports in Search of Economic Profitability. The Davis Cup Reinvented
 - 1.8.3. The Nations League and the Farewell to National Teams' Friendly Matches
- 1.9. The 'Clickbait Turns the Focus to Search for Profitability
 - 1.9.1. When Sport Ceases to be Sport in the Media
 - 1.9.2. The Danger of Overexposure in Social Networks
 - 1.9.3. The Commercial Potential of the 'Human' Side of the Idol
- 1.10. The Stylistic Reinvention of Sports Journalism to Capture Audiences. Repercussion in the Economic Press
 - 1.10.1. The Resurgent Receiver: Playing at being 'journalists'
 - 1.10.2. Former Sportsmen and Women as Focus Points to Attract Audiences
 - 1.10.3. The New Sports Language of the Digital Format

“ *A program that will take you through the necessary knowledge to compete with the best in your profession* ”

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

The Postgraduate Certificate in Journalism, Economics and Sport guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Journalism, Economics and Sport** contains the most complete 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 Journalism, Economics and Sport**

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 quality
development languages
virtual classroom



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**Alternativas
Económicas**