

Postgraduate Diploma

Online, Radio and Television Sports Journalism: Data and Research

Endorsed by the NBA





Postgraduate Diploma

Online, Radio and Television
Sports Journalism: Data
and Research

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 8h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-online-radio-television-sports-journalism-data-research

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01

Introduction

Journalism has become a multimedia industry, and the sports sector of the profession is no exception. A professional needs to be fluent in the different communication styles and tools of the different channels. This program is the best specialization tool that you will find to prepare you for this sector.





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Learn in an essentially practical way how to be able work in Sports Journalism, Online, on Radio and Television, using data and research and get on the front line in this area of work"

This Postgraduate Diploma 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.

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 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.

Today's sports radio, in fact, is the result of its last great threat: the television broadcasting of all soccer matches and the use of the viewer's 'double screen'. At the same time, the user can watch the game on the TV and comment on it on another other screen - a cell phone - on social media. Radio is at least consoled by the fact that technology allows a choice of audio, and many viewers prefer to opt for radio narrators, who have lost their protagonism to a new narrative model in sports broadcasts that is closer to the magazine.

We will also deal with the impact of new technologies on what has always been the most powerful means of communication; the characteristics of audiovisual language, with its own terminology for its content; sports broadcasts and all the agents involved; the functioning of a television newsroom, with special attention to the figure of the presenter; editing and audience measurements and, finally, we will review the most relevant moments in the history of sports in the media on a screen that currently competes and shares the limelight with other small screens, such as tablets and smartphones.

In this sports specialization diploma, specifically, it addresses the importance of statistics, the most relevant sources of data information and how to use them to dissect the game and interpret it in order to provide the basis for quality journalistic content. Finally, it analyzes the usual sources of sports journalists and reveals the particularities, dangers and difficulties of their relationship with them.

The **Postgraduate Diploma in Online, Radio and Television Sports Journalism: Data and Research** contains the most complete and up-to-date educational 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



*The proven experience of TECH
Technological University is here to help
in this comprehensive specialization"*



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

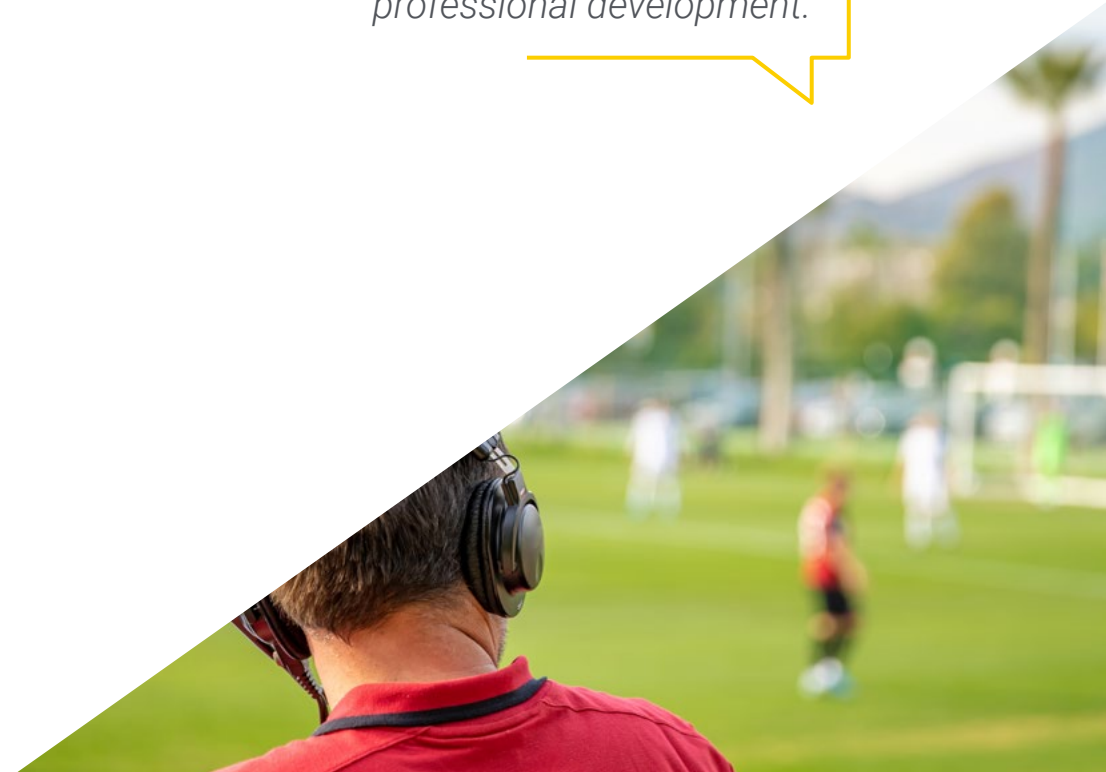
The team of Professors in this Postgraduate Diploma in Online, Radio and Television Sports Journalism: Data and Research have extensive experience in teaching at the university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to 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 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 involved in the daily demands of work.

All this educational summary makes this program, a qualification of specialization in Online, Radio and Television Sports Journalism: Data and Research, comply with all the aspects that are relevant and essential to turn the Journalism professional into a real expert in the fields related to Sports Journalism.

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

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



02

Objectives

This program in Online, Radio and Television Sports Journalism: Data and Research 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.



“

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 Technological University"



General Objectives

- ♦ 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, 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



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”



Specific Objectives

Module 1. 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 2. 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 3. 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 4. 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

03

Course Management

The program in Online, Radio and Television Sports Journalism: Data and Research 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 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



04

Structure and Content

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

The content of this diploma will allow you to learn all aspects of the different disciplines involved in this area: a very comprehensive 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. 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. The Press Closer to Home. Local Sports
 - 1.8.3. Design and Layout of Sports Publications
 - 1.8.3.1. Infographics and Graphic Design
 - 1.8.4. Online Sports Newspapers
 - 1.8.4.1. Digital Platforms. Orbyt, Kiosko, etc.
 - 1.8.5. Sports in General Media
 - 1.8.5.1. General Press and Sports Press
 - 1.8.5.2. Special Supplements
 - 1.8.5.3. Specialized Pages and Advertorials
 - 1.8.6. Specialized Journals
 - 1.8.7. International Sports Press
 - 1.8.8. 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

Module 2. Sports Journalism in Radio

- 2.1. Sports Radio Today
 - 2.1.1. Daily Sports Programs
 - 2.1.1.1. National Programs
 - 2.1.1.2. National Evening Programs
 - 2.1.1.3. Regional and Local Programs
 - 2.1.2. Multi-Connection Programs
 - 2.1.2.1. Sports Carousel
 - 2.1.2.2. Bulletins
 - 2.1.2.3. Sports Magazine
 - 2.1.3. Program Types
 - 2.1.3.1. Newsletters
 - 2.1.3.2. Talk Shows
- 2.2. New Technologies and the Future of Radio
 - 2.2.1. Podcasts
 - 2.2.2. Hybrid Radio
- 2.3. New Forms of Radio Consumption
 - 2.3.1. Platforms
 - 2.3.2. Social Media
- 2.4. Practical Tips for Radio
 - 2.4.1. Elaboration of a Program Script
 - 2.4.2. The Art of Improvisation
 - 2.4.3. Daily News Coverage
- 2.5. Production
 - 2.5.1. The Producer's Role
 - 2.5.2. Production of Special Programs
- 2.6. Radio Formats
 - 2.6.1. News and Briefs
 - 2.6.2. Reports
 - 2.6.3. The Interview
 - 2.6.4. The Opinion
 - 2.6.4.1. Monologues
 - 2.6.4.2. Talk Show Hosts
 - 2.6.5. Humor





- 2.7. Sports Broadcasts
 - 2.7.1. Techniques and Models
 - 2.7.1.1. On-Site and In-Studio Broadcasts
 - 2.7.1.2. The Wireless Microphone.
 - 2.7.2. Evolution of Narration
 - 2.7.3. The Professional Soccer League fee for Radio Broadcasters
- 2.8. The Voice as a Tool
 - 2.8.1. Basic Concepts: Tone, Pitch and Volume
 - 2.8.2. Diction and Vocalization
 - 2.8.3. Diaphragmatic Breathing
 - 2.8.4. Intonation
- 2.9. Advertising on Sports Radio
 - 2.9.1. New Advertising Formats
 - 2.9.1.1. Audiences
 - 2.9.1.1.1. Analysis of the General Media Study (EGM)
 - 2.9.1.2. Techniques to Engage Listeners

Module 3. Sports Journalism in Television

- 3.1. Current Television Panorama
 - 3.1.1. Sport on Television Today
 - 3.1.1.1. Thematic Channels
 - 3.1.1.2. General Channels
 - 3.1.1.3. Quality Sports Journalism
 - 3.1.1.4. Sports "Trash TV"
 - 3.1.2. Formats: News, Programs and Broadcasts
- 3.2. New Applied Technologies in the Television Industry
 - 3.2.1. The Revolution of Television Consumption
 - 3.2.2. Connection and Delivery Systems
 - 3.2.4. New Applied Technologies in Sports
- 3.3. Audiovisual Sports Content
 - 3.3.1. The Rundown of a Sports Program on Television
 - 3.3.2. Tools to Create an Audiovisual Story
 - 3.3.3. Genres
 - 3.3.4. Live and Pre-recorded Broadcasts

- 3.4. Sports Broadcasts
 - 3.4.1. The Rundown of a Broadcast
 - 3.4.2. The Mobile Unit
 - 3.4.3. The Narrator
 - 3.4.4. The Commentators
 - 3.4.5. New Audio Options (Radio-TV)
 - 3.4.6. Similarities and Differences of Radio Narration
 - 3.4.7. Flash Interview
 - 3.4.8. Copyright of Images
- 3.5. Television Newsrooms
 - 3.5.1. The Producer
 - 3.5.2. The Director
 - 3.5.3. The Commentators
 - 3.5.4. ENG (Electronic News-Gathering) Editor
 - 3.5.5. Writing and Operating Models
 - 3.5.6. Television Control
- 3.6. The Presenter and their Tools
 - 3.6.1. Auto-Cue or Prompter
 - 3.6.2. The Body Expression
- 3.7. Audiences
 - 3.7.1. Multiscreen Audience
 - 3.7.2. Indicators and/or Meters (Audiometers)
 - 3.7.2. Audience Analysis and Interpretation
- 3.8. Filming, Editing and Post-production of the Video
 - 3.8.1. The Professional Digital Camera
 - 3.8.2. Audiovisual Language
 - 3.8.2.1. The Image
 - 3.8.2.2. Types of Plans
 - 3.8.2.3. Music How and When to Use It
 - 3.8.3. Text Structure in Television
 - 3.8.4. Editing Programs

- 3.9. Practical Tips for Working in Television
 - 3.9.1. Educating the Voice
 - 3.9.1.1. The Same Tool. A Different Use for Radio
 - 3.9.1.2. Intonation and Rhythm in Television
 - 3.9.2. The Art of Live Broadcasts. Naturalness
- 3.10. History of Sports on Television
 - 3.10.1. Leni Riefenstahl. History of Sports Broadcasting
 - 3.10.2. Evolution of Sports Broadcasting

Module 4. Data and Investigative journalism

- 4.1. Data Journalism
 - 4.1.1. Journalistic Documentation
 - 4.1.2. Infographics
 - 4.1.3. Fact Checking
 - 4.1.4. Graphic Representation
 - 4.1.5. The Importance of Data Journalism Today
 - 4.1.5.1. Milestones in the Field in Recent Years
- 4.2. Statistics
 - 4.2.1. Concept and Uses
 - 4.2.2. Statistical Objectives
 - 4.2.3. Types of Statistics
 - 4.2.4. Application to Journalism
 - 4.2.4.1. Application to Sports Journalism
- 4.3. Smart Data Analysis
 - 4.3.1. Smart Data Classification
 - 4.3.2. Data Mining
- 4.4. Data Journalism Formats
 - 4.4.1. Internet, Press, TV, Radio
 - 4.4.2. Main Tools for Each Media
 - 4.4.3. How to Prepare an Online and Print Data Report

- 4.5. Introduction to Big Data
 - 4.5.1. Definition
 - 4.5.1.1. The Vs of Big Data
 - 4.5.1.2. Predictive Analysis
 - 4.5.1.3. Moneyball
 - 4.5.1.4. Big Data in Sport
- 4.6. Data Analysis and Interpretation Tools
 - 4.6.1. Excel
 - 4.6.2. SAP Predictive Analytics
 - 4.6.3. SAS Analytics
 - 4.6.4. Qlik View
 - 4.6.5. Tableau Public
 - 4.6.6. Penatho
 - 4.6.7. Klipfolio
 - 4.6.8. Sisense
 - 4.6.9. Cyfe
 - 4.6.10. Power BI
- 4.7. Artificial Intelligence
 - 4.7.1. The importance of Artificial Intelligence
 - 4.7.2. Artificial Intelligence in Sport
 - 4.7.3. Artificial Intelligence in Sports Journalism
- 4.8. Machine Learning
 - 4.8.1. Machine Learning in Sport
 - 4.8.2. Machine Learning in Journalism
 - 4.8.3. Artificial Neuronal Networks
 - 4.8.4. Deep Learning
 - 4.8.5. Glossary of Related Terms
- 4.9. Sources of Data Information in Sport
 - 4.9.1. Sources of Data Information in Soccer
 - 4.9.1.1. Transfermarkt
 - 4.9.1.2. SofaScore
 - 4.9.1.3. WhoScored
 - 4.9.1.4. Stats Zone
 - 4.9.1.5. Football-line ups
 - 4.9.1.6. Soccer Association
 - 4.9.1.7. World Referee
 - 4.9.1.8. WyScout
 - 4.9.1.9. InStat Scout
 - 4.9.1.10. ProFootball DB
 - 4.9.2. Sources of Data Information in Other Sports
- 4.10. Investigative Journalism
 - 4.10.1. Characteristics of Investigative Journalists
 - 4.10.2. Qualities of Investigative Journalists
 - 4.10.3. The Relationship with Sources
 - 4.10.3.1. Clubs
 - 4.10.3.2. Athletes
 - 4.10.3.3. Institutions
 - 4.10.3.4. Sports Managers
 - 4.10.3.5. Athletes' Agents
 - 4.10.3.6. The Exchange Market
 - 4.10.4. Filtration



A complete specialization 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.



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.



06

Certificate

This Postgraduate Diploma in Online, Radio and Television Sports Journalism: Data and Research guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Diploma by TECH Technological University.



“

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

This **Postgraduate Diploma in Sports Journalism Online, Radio, Television, Data and Research** contains the most complete and up-to-date educational program the market.

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

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

Title: Postgraduate Diploma in Online, Radio and Television Sports Journalism: Data and Research

Official N° of hours: 600 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
online training
development language
classroom



Postgraduate Diploma Online, Radio and Television Sports Journalism: Data and Research

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **8h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma

Online, Radio and Television Sports Journalism: Data and Research

Endorsed by the NBA

