

# Postgraduate Diploma Sports Marketing, Communication and Organizations

Endorsed by the NBA





## Postgraduate Diploma Sports Marketing, Communication and Organizations

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Bachelors, diplomates or university graduates, professionals in the field of sports, who want to broaden their knowledge, management and skills in relation to sports management and everything that surrounds it

Website: [www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-sports-marketing-communication-organizations](http://www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-sports-marketing-communication-organizations)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01

# Welcome

Sport needs specialized professionals who have specific knowledge of its players, basic regulations and other areas that have an impact on it: marketing, communication, events or new trends, for example. With this program, the students will acquire competencies and skills in these branches of knowledge, to be able to orient their careers in a sector that has more and more followers, since there are many who decide to unite their passion for sports with their profession. A first-class academic program designed with the main objective of helping students to become successful managers of sports entities.



Postgraduate Diploma in Sports Marketing, Communication and Organizations.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

This program is designed to provide students with specialized knowledge that will enable them to manage the communication and marketing campaigns of their sports entities, providing them with a high level of skills that will allow them to carry out their work with full guarantees of success. Thanks to their specialization in sports marketing, they will be able to implement those strategies that will allow them to effectively reach their target audience.





“

*Develop the necessary skills to apply the most appropriate marketing tools for your sports organization”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Diploma in Sports Marketing, Communication and Organizations enables the students to:

01

Gain knowledge of sports marketing and the creation and development of a marketing plan

04

Provide knowledge about the environment and the sports market

02

Understand the importance of communication in sports

05

Train professionals prepared to work in the sports industry

03

Gain knowledge of the steps and stages for the realization of a sports event

06

Become a successful sports manager





07

Train managers, leaders and future administrators of sports entities

08

Gain knowledge about the international market, with practical experiences of the professionals who are part of the faculty

09

Understand that sport is an economic and business sector different from any other sector, with its specificities and particularities

05

# Structure and Content

This specific program on Sports Marketing, Communication and Organizations aims to offer students a complete agenda on all aspects related to these issues that will add value to their CV. In this way, at the end of the program, the student will be able to manage the marketing and communication departments of any entity of this type, achieving a greater impact of their strategies among the public.



“

*A very complete syllabus that will open the doors to the management of sports entities”*

## Syllabus

This program on Sports Marketing, Communication and Organizations of TECH Technological University aims to offer specialized knowledge to students who wish to blend their passion with their profession and develop successfully in the management of sports entities.

For this purpose, a very complete study plan is proposed, divided into 4 modules in which the student will find all the information related to the strategic planning of sports organizations, marketing and communication, event organization or leadership and personnel management. Essential questions for those who wish to open a niche in this area of work.

Consequently, at the end of the program, the student will be able to join the most reputable communication and marketing departments in the sector, or even manage large sports teams. Therefore, with effort and perseverance, they will reach a level of specialization that will place them among the top references in this world.

A plan designed with the student in mind, which is why it is offered in a 100% online format. In this way, they will be able to balance it with the rest of their daily obligations, studying at their own pace, according to their needs and from wherever they choose.

This program takes place over 6 months and is divided into 4 modules:

- |                 |  |
|-----------------|--|
| <b>Module 1</b> | Strategic Planning in Sports Organizations |
| <b>Module 2</b> | Marketing and Communication in Sports      |
| <b>Module 3</b> | Organization of Sports Events              |
| <b>Module 4</b> | Leadership and People Management in Sports |



### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 6 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1.** Strategic Planning in Sports Organizations

1.1. Introduction to Strategic Planning and Analysis in Professional Sport	1.2. Purchase and Sale of Sports Entities	1.3. Soccer Club Management	1.4. Structure and Sports Planning
1.5. Business Development and Operation of Stadiums	1.6. Brand Development and Commercial Rights	1.7. TV Rights	1.8. Internationalization of Sports Entities
1.9. Holding Companies and Investment Funds	1.10. Practical Business Models		

**Module 2.** Marketing and Communication in Sports

2.1. Introduction to Sports Marketing	2.2. Marketing Plan	2.3. Branding and Brand Development	2.4. Sports Sponsorship
2.5. <i>Ambush Marketing</i>	2.6. Communication in Sport	2.7. Digital Marketing and Sports	2.8. Specialization in Women Sports
2.9. Sports Marketing and Other Areas	2.10. Trends in Sports Marketing		

**Module 3. Organization of Sports Events**

3.1. Introduction to Sports Events	3.2. Origin and History of Sports Events	3.3. Management of Sports Events	3.4. Planning as a Success Factor
3.5. General Plan of the Sports Event	3.6. Forms of Income	3.7. Sponsorships	3.8. Communication
3.9. Sports Tourism and Local Promotion	3.10. Success Stories of Sports Events		

**Module 4. Leadership and People Management in Sports**

4.1. Leadership Styles	4.2. Managerial Skills	4.3. Entrepreneurship	4.4. HR and Talent Management
4.5. Team Management	4.6. Coaching Applied in Sports	4.7. Negotiation	4.8. Conflict Resolution
4.9. Communicative Skills	4.10. Pressure Management		



*Specialize in sports marketing and communication and publicize your organization's projects"*



# 06

# Methodology

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

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







“

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

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You 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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

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



## Relearning Methodology

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

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management specialists in the world.



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

This program is aimed at professionals with extensive experience in the sports management sector, as well as recent graduates who wish to specialize in marketing, communication and organization of sports events. To this end, they are offered the most complete information available, which will be fundamental for their personal and professional growth, allowing them to increase their employability and professional improvement. Undoubtedly, a first level program for professionals seeking excellence.







“

*Merge your passion for sports with your expertise in marketing and communication, and offer that extra quality with your work that your organization deserves”*

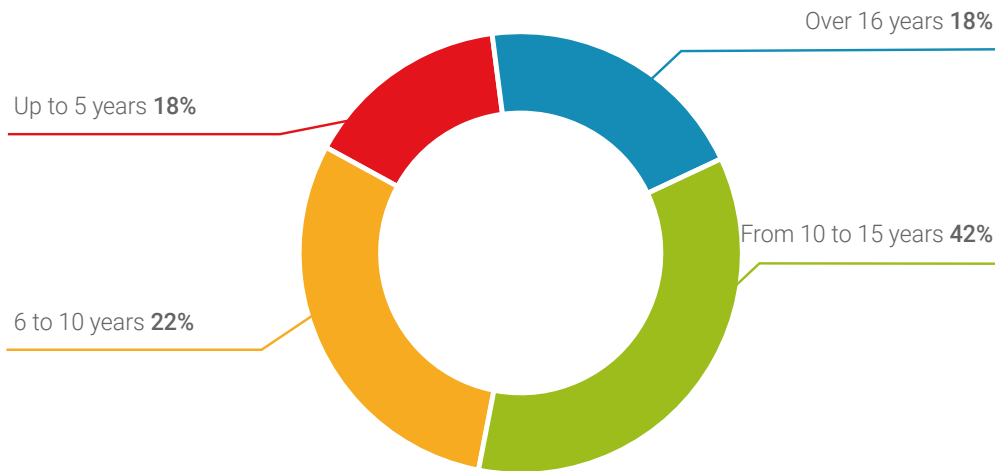
### Average Age

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Between **35** and **45** years old

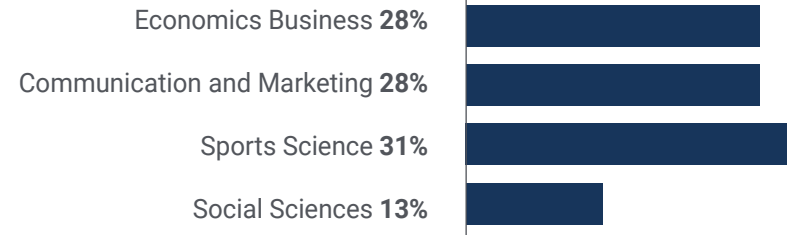
### Years of Experience

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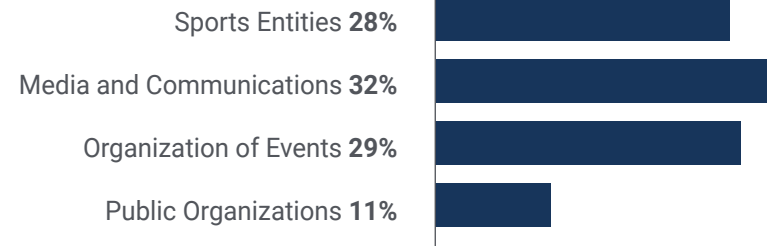
### Training

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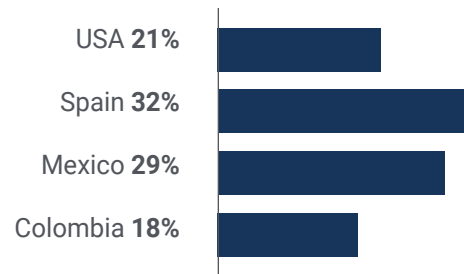
### Academic Profile

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## Geographical Distribution

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## Ricardo Rodio

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### Sport Manager

*"I have always tried to focus my profession on my great passion: sports. For this reason, since I was young, I tried to collaborate with different entities to achieve a future as a sport manager. Still, I wanted to broaden my training for further specialization, and fortunately, with this program I have improved my knowledge of sports marketing and communication. A program that I recommend to anyone seeking superior knowledge in this field"*

08

# Course Management

The program includes in its teaching staff reference experts in Sports Marketing, Communication and Organizations, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.





“

*Our teaching team has designed an academic program tailored to your needs”*

## Management



### Ms. Bellver Alonso, Reyes

- ♦ Sports Law Attorney and Founding Partner at Bellver Sports - Legal Boutique
- ♦ Founder and president of the Leadership Woman Football platform
- ♦ Founding member and president of the Sports Law Association of Madrid
- ♦ Coordinator of the International Association WISLaw - Women in Sports Law, in Spain
- ♦ Member and founding member of the Spanish Association for Ethical Quality in Sport
- ♦ Degree in Law with a specialization in European Union Law from CEU San Pablo University
- ♦ Master's Degree in International Relations from CEU San Pablo University, Madrid
- ♦ Master's Degree in Business Taxation by ICADE
- ♦ Master's Degree in Sports Law from the University of Lleida
- ♦ Miki Roqué "Peace through Sport" Award for her associative work, training and improvement of the sports sector, especially in gender issues and defence of women in sport
- ♦ Certified by FIFA through its FIFA Female Leadership Development Program
- ♦ Included in the prestigious international list Who's Who Legal (WWL: Sports & Entertainment), as one of the leading lawyers in the Sports Law sector

## Professors

### Ms. Díaz Marí, Montse

- ◆ Attorney specialized in Sports Law at Club Inter Movistar Futsal
- ◆ FBPA Level II Basketball Coach
- ◆ Attorney at Samsung Electronics Iberia
- ◆ Degree in Law from the University of Oviedo
- ◆ Specialization in Sports Law at San Pablo CEU University - Madrid
- ◆ Master's Degree in Sport and Entertainment Markets and Industry at ISDE
- ◆ Official Master's Degree in Sports Law at the INEFC
- ◆ Master's Degree in Access to the Legal Profession and Business Law at San Pablo CEU University

### Ms. Esperidião Hasenclever, Mônica

- ◆ Chief Marketing Officer y director of the LWF Academy
- ◆ Founder and CEO of Women Experience Sports
- ◆ Executive Director at LVN Sport
- ◆ Head of Sports Marketing and Sponsorships at Telefónica Vivo
- ◆ Degree in Business Administration from Universidade Presbiteriana Mackenzie in Sao Paulo, Brazil
- ◆ Post-Graduation in Sports Management Anhembi Morumbi University of Sao Paulo, Brazil
- ◆ Master's Degree in Sports Marketing at the Real Madrid University School of the European University

### Mr. Novo, Andrés

- ◆ Head of Institutional Marketing and Events at the PRISA Group
- ◆ Event Production Manager at Innevento and Innevento Sports
- ◆ Field manager, logistics assistant, team manager and ceremonial and protocol manager at MicFootball
- ◆ Degree in Audiovisual Communication from the University of the Basque Country
- ◆ Degree in Advertising and Public Relations from the University of the Basque Country

### Mr. González Graña, Carlos

- ◆ Founder and Managing Director at Callander Sport & Business
- ◆ Co-Founder and Chief Operating Officer at Business Hub Innovation
- ◆ Partner of the professional sports area at Raheem GL Business Club
- ◆ Commercial Director of the Sports Area at Riskmedia Insurance Brokers
- ◆ Law degree from the University of La Coruña
- ◆ Specialization in Labor and Sports Law

### Ms. Pascual, Mónica

- ◆ CEO and Founder of Making Talent Happen
- ◆ Handling GSE Manager in Swissport Handling Madrid UTE
- ◆ I&D&i Manager and Project Manager at Inpropack
- ◆ Creator of the podcast "Imparables"
- ◆ Author of the blog "Mentalidad Imparable" in Diario AS
- ◆ Degree in Industrial Engineering at Alfonso X El Sabio University
- ◆ Master's Degree in International Patent Law at the School of Industrial Organization
- ◆ Expert in Mediation at the Higher Institute of Law and Economy

09

# Impact on Your Career

The program requires a great effort on the part of the students, especially for those who have to balance their learning with their professional careers. Therefore, the ultimate goal should be to achieve excellence and provide that much-needed boost to their careers. To achieve this, this program provides the most specialized information, which will be essential for professionals to be able to manage the communication and marketing departments of sports entities.





“

*The main challenge of this academic institution is to help its students achieve professional success”*

## Are you ready to take the leap? Excellent professional development awaits

The Postgraduate Diploma in Sports Marketing, Communication and Organizations of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the sports field. The main objective is to promote personal and professional growth. Helping students achieve success.

Those who are looking for a professional change in this sector will find their place in this university.

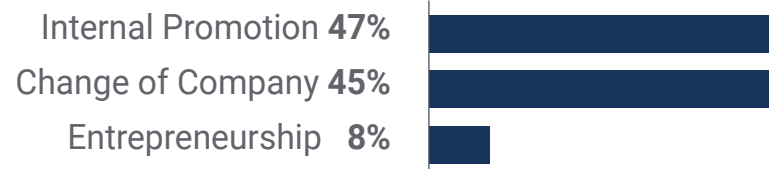
*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

*If you want to make a positive change in your profession, the Postgraduate Diploma in Sports Marketing, Communication and Organizations will help you achieve it.*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25%** for our students



10

# Benefits for Your Company

The program is not only beneficial for the students themselves, who will be able to improve their knowledge and grow personally, but also for the organizations in which they work, where they will be able to implement all the most effective tools and strategies in the field of sports marketing and communication. A first-class program that will be fundamental to achieve a better job and be more effective in daily practice.



“

*It provides your sports organization with the marketing and communication strategies that allow you to reach a wider audience"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

The professional will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

This Postgraduate Diploma in Sports Marketing, Communication and Organizations guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued 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 Marketing, Communication and Organizations** 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 Diploma issued by **TECH Technological University** via tracked delivery\*.

The certificate 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 Sports Marketing, Communication and Organizations**

Official N° of Hours: **600 h.**

**Endorsed by the NBA**



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



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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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