



Leadership and Personal
Branding in Sports Psychology

» Modality:Online

» Duration: 6 months.

» Certificate: TECH Global University

» Accreditation: 18 ECTS

» Schedule: at your own pace

» Exams: online

Website: www.techtitute.com/us/sports-science/postgraduate-diploma/postgraduate-diploma-leadership-personal-branding-sports-psychology

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tech 06 | Introduction

This Postgraduate Diploma qualifies the student to work as a sports psychologist, trained to manage the high performance of athletes and all the elements of any entity or company and lead them to leadership while building their personal brand.

This program has a combination of theoretical and practical material, covered in a unique didactic and in-depth way, with the objective of allowing the student to experience their own leadership process in first person and thereby be able to understand how this branch of sports psychology works in both their professional and personal life.

As it is a 100% online program, the student is not conditioned by fixed schedules or the need to move to another physical location, but can access a rich content that will help them reach the elite of leadership and personal branding in sports psychology at any time of day, balancing, at their own pace, their professional and personal life with their education.

This Postgraduate Diploma in Leadership and Personal Branding in Sports

Psychology contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of case studies presented by experts in coaching and sports psychology
- The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out 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



You will improve your skills as a sports psychologist to deploy a leadership process, with goal setting, an action plan and follow-up"



Acquire the necessary skills for the athlete to know themselves better, set their own goals, establish their plan of action and be the master of their destiny"

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

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

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

An athlete's performance and satisfaction can be increased thanks to your work. Count on TECH.

It contributes to generate credibility, attractiveness and power in the athletes who trust you.







tech 10 | Objectives



General Objectives

- Approach the most successful leadership styles in the sporting arena
- * Study high performance team management at the psychological and motivational level
- Understand the importance of personal branding for professional development
- Update the management of the different digital tools to disseminate the personal brand



The sports field calls for trained professionals and we give you the tools to place you at the top of your profession"







Specific Objectives

Module 1. Leadership and Management of High Performance Teams

- Study the most effective management models in high performance sports
- Learn how to apply effective leadership in the sports environment

Module 2. Leadership applied to Individual and Collective Sports

- Know the differences between a sports psychologist and a coach
- Delve into the concept of psychological training
- Learn to generate a team mentality
- Know how to promote self-leadership
- Study in depth the methods for dealing with defeat

Module 3. Cultural Transformation in Sports Organizations

- Cover team management as a sports coach
- Analyze the values that drive sports organizations
- Know the design of intervention plans that are carried out in teams and organizations







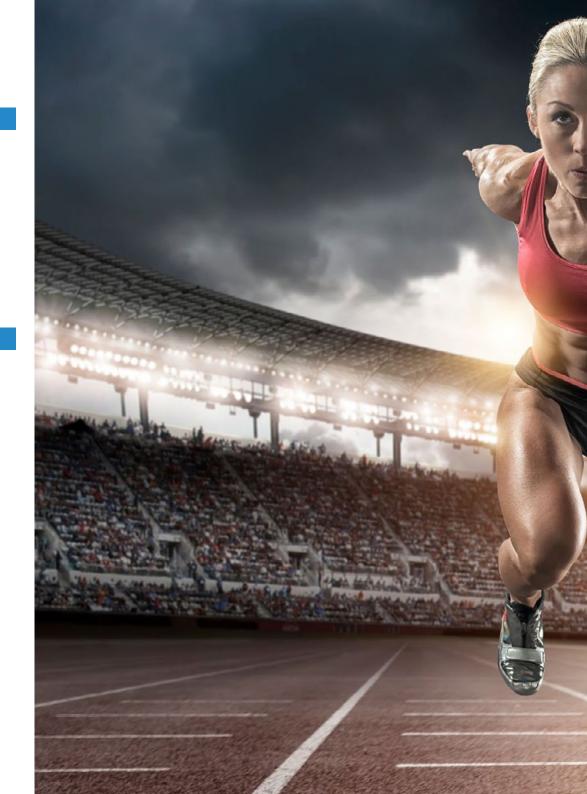
tech 14 | Structure and Content

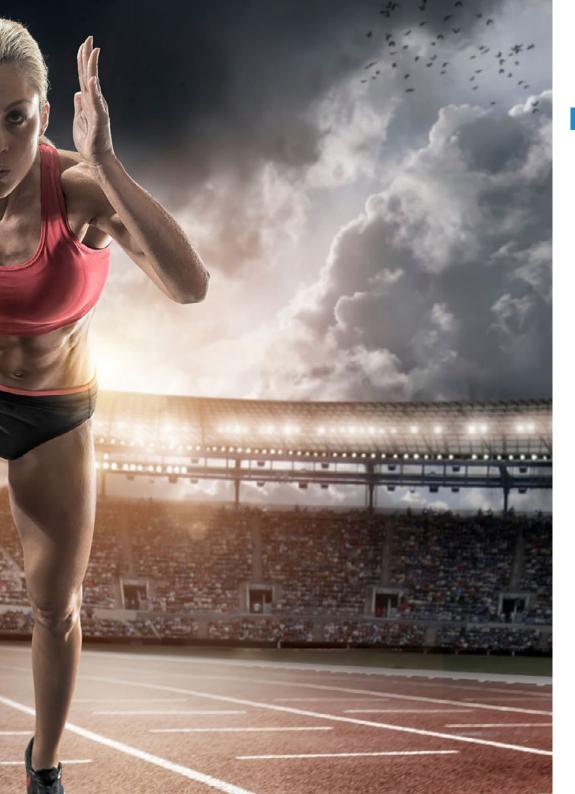
Module 1. Leadership and Management of High Performance Teams

- 1.1. Origin and History of Leadership Styles
- 1.2. Transformational and Transactional Leadership Style
- 1.3. Leadership Style and Followers
- 1.4. Bases of High Performance Teams
- 1.5. Define the High Performance Challenge
- 1.6. Action Plan
- 1.7. Sustainability and Maintenance of High Performance
- 1.8. Types of Leadership and Coaches in Sports
- 1.9. Athlete Risk Situations
- 1.10. Self-Care of High Performance Athletes and their "Caregivers"

Module 2. Leadership applied to Individual and Collective Sports

- 2.1. Sports Psychology vs. Coach
- 2.2. Psychological Training
- 2.3. Psychological Determinants of Performance and Talent Management
- 2.4. Team Mentality and Basic Elements of Intervention
- 2.5. Communication Skills
- 2.6. Stress and Anxiety Intervention
- 2.7. Coping with Defeat/ Burnout Prevention.
- 2.8. Experiential Tools: Live Training Applied to Sports Coaching
- 2.9. Extreme Sports: Talent, Mental Strength and Ethics in Sports Development
- 2.10. Self-Leadership. Self-Management
- 2.11. The Coach and Team Management, Ethics and Coaching
- 2.12. Diagnostic Tools for Sports Teams and Organizations
- 2.13. Design of Intervention Plans for Teams and Organizational Development





Structure and Content | 15 tech

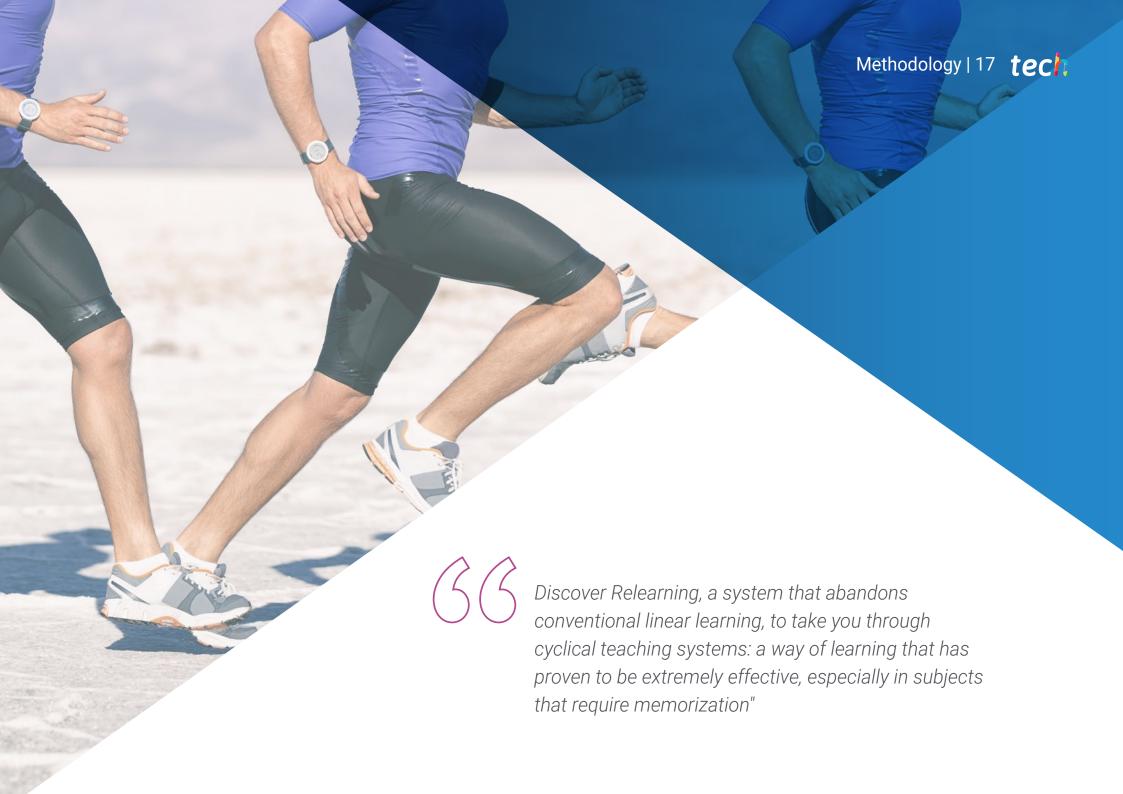
Module 3. Cultural Transformation in Sports Organizations

- 3.1. Information and Communication Technologies (ICT)
- 3.2. Basic Principles of Digital Marketing
- 3.3. Internet, the Web, Web 2.0 and Web 3.0
- 3.4. Personal Brand Positioning
- 3.5. Social Network Management
- 3.6. Athletes and the Use of their Networks and Interventions in the Media
- 3.7. Content Marketing Generation through Different Platforms: Blogs, Podcast, Videoblogs, etc.
- 3.8. Media Communication Skills
- 3.9. Persuasion and Influence Techniques



A unique opportunity to learn with the proven and tested Relearning model proposed by TECH, a system that abandons conventional linear learning"





tech 18 | Methodology

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 to solve complex situations in real business environments through collaborative activities and real cases.

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 is the most widely used learning system in the best faculties in the world. 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.



Methodology | 21 tech

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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



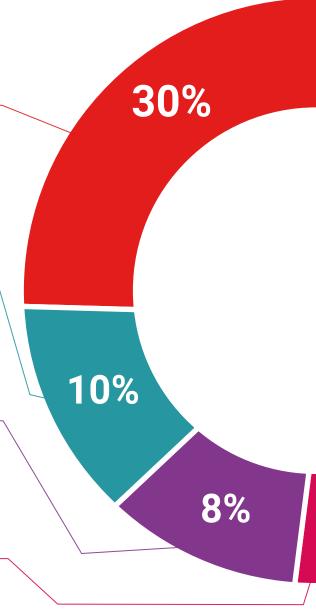
Practising Skills and Abilities

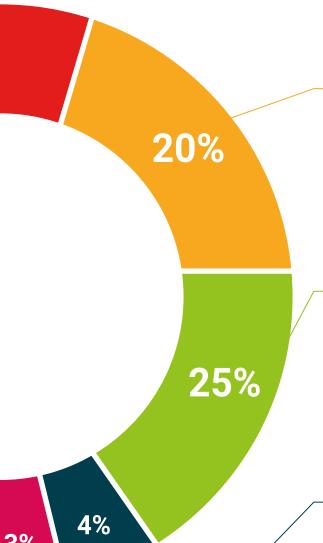
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 situation. 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

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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.





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This private qualification will allow you to obtain an **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University private qualification**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology

Modality: online

Duration: 6 months

Accreditation: 18 ECTS



Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology

This is a program of 540 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024



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