

# Postgraduate Diploma

## Leadership and Personal Branding in Sports Psychology

Endorsed by the NBA





## Postgraduate Diploma

### Leadership and Personal Branding in Sports Psychology

Course Modality: **Online**

Duration: **6 months.**

Certificate: **TECH Technological University**

**18 ECTS Credits**

Teaching Hours: **450 hours.**

Website: [www.techtute.com/us/sports-science/postgraduate-diploma/postgraduate-diploma-leadership-personal-branding-sports-psychology](http://www.techtute.com/us/sports-science/postgraduate-diploma/postgraduate-diploma-leadership-personal-branding-sports-psychology)

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# 01

# Introduction

There are many ways to be a leader and build a personal brand, but not all are equally effective in increasing performance. This Postgraduate Diploma helps the student to detect potential leaders, diagnose ascents, provide tools and be attentive to the effects that occur, as well as to build their personal brand. The purpose of this degree is to work on the athlete to detect the strong points of his personality when influencing others, the way he does it, what he generates in others and the responsibility that this implies. All this under a 100% online modality according to the pace of life of each student and with the innovative **relearning** method.





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*You will contribute to the behavioral process of influencing individuals and groups in the achievement of their goals, providing them with the necessary direction and resources”*

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 degree has a combination of theoretical and practical material, treated with a unique didactic and depth in the current academic offer, with the objective of allowing the student to experience their own leadership process in first person and thus be able to understand how this branch of sports psychology works in professional and personal life.

As it is a 100% online degree, 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 you reach the elite of leadership and personal branding in sports psychology at any time of day, combining, at their own pace, their work and personal life with the academic.



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

This **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology** contains the most complete and up to date educational program on the market. The most important features include:

- ♦ The development of case studies presented by Masters in coaching and sports psychology.
- ♦ The graphic, schematic and eminently practical contents of the book provide practical information on those 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
- ♦ Access to content from any fixed or portable device with an Internet connection.

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*It acquires the necessary skills for the athlete to know himself better, set his own goals, establish his plan of action and be the master of his destiny”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this training 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 training programmed to train 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 during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*The performance and satisfaction of an athlete can be increased thanks to your work. Bet on TECH*

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



# 02 Objectives

The program design of this Postgraduate Diploma will allow the student to generate confidence and positive influence on the athlete by designing an action plan to set goals. You will also learn the importance of building your personal brand and positioning your image in sport. All this, through the adoption of psychological techniques for the management of individual and team relationships during the competition.







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*You will learn to know and lead yourself and then lead and manage others”*



## General Objectives

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- ◆ Cover the different leadership styles with the greatest success in the sporting arena
- ◆ Study high performance team management at the psychological and motivational level.
- ◆ Understand the importance of personal branding for a good professional development.
- ◆ Updating the management of the different digital tools to disseminate the personal brand



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





## Specific Objectives

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### 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 Team Sports

- ♦ Know the differences between the sports psychologist and the coach
- ♦ Delve into the concept of psychological training.
- ♦ Learning to generate a team mentality
- ♦ Knowing how to promote self-leadership
- ♦ Deepening the methods for dealing with defeat

### Module 3. Personal Branding and Management of Digital Tools

- ♦ Learning the basic fundamentals and positioning of a personal brand
- ♦ Deepen in the management and handling of social networks to achieve professional objectives.
- ♦ Knowing the proper use of social networks by the athlete.
- ♦ Study persuasion and influence techniques applicable to different blog, podcast or videoblogging platforms
- ♦ Study the psychological pyramid of sports performance.

03

# Structure and Content

Professionals in the sector have brought together in three modules the influence of mental control and personal balance for the improvement of sports performance. This Postgraduate Diploma covers everything from leadership and management of high-performance teams to personal branding and processing of digital tools, as well as guidance in individual and team sports.





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*You will have at your fingertips the best preparation with the most complete and up to date program on the market"*

## 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 Team Sports

- 2.1. Sport Psychologist 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 leader *Coach* and Team Management, Ethics and *Coaching*
- 2.12. Diagnostic Tools for Sports Teams and Organizations
- 2.13. Design of Intervention Plans in Teams and Organizational Development





### Module 3. Personal Branding and Management of Digital Tools

- 3.1. Information and Communication Technologies (ICTs)
- 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 Media Management
- 3.6. Athletes and the Use of their Networks and Interventions in the Media
- 3.7. Content Marketing Generation through Different Platforms: blogs, podcasts, video blogs, 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"*

# 04 Methodology

This training program provides you with a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning.***

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.







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*Discover Re-learning, 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"*

## At TECH we use the Case Method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world"*



*Our university is the first in the world to combine Harvard Business School case studies with a 100%-online learning system based on repetition*



### A learning method that is different and innovative.

This intensive Sports Science program at TECH Technological University prepares you to face all the challenges in this field, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at , TECH you will use Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“ We are the only online university that offers Harvard materials as teaching materials on its courses”

The case method is the most widely used learning system by 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.

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

## Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*In 2019 we obtained the best learning results of all Spanish-language 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 Re-learning.

Our university is the only Spanish-speaking university qualified 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 Spanish 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.

*Re-learning 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 really 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.



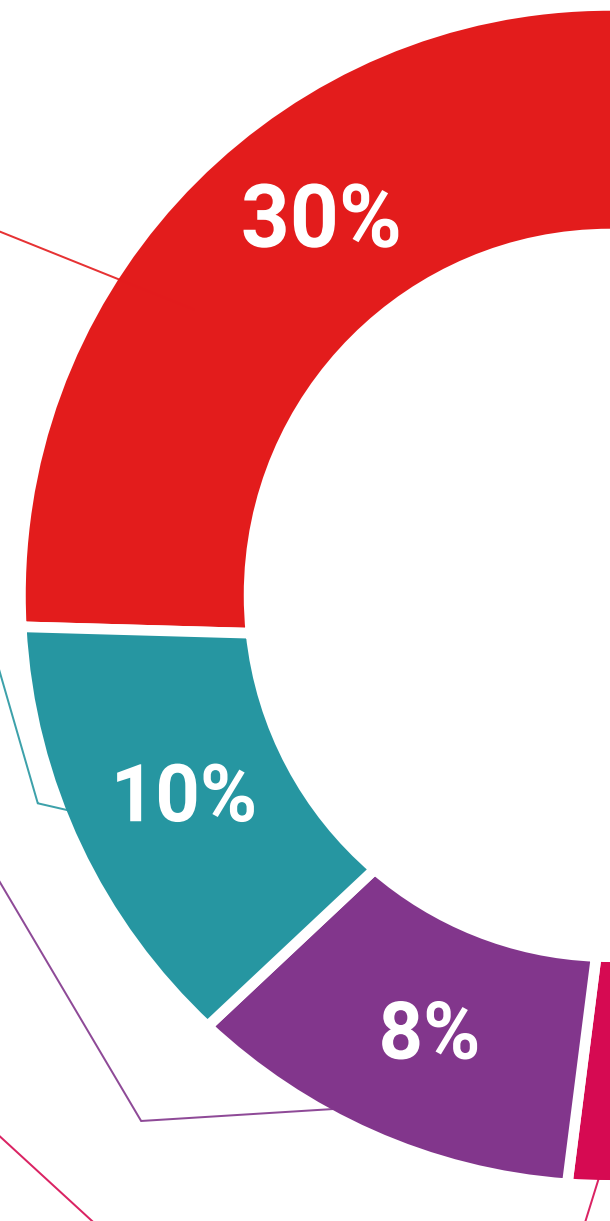
### Practising Skills and Abilities

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 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

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



#### 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 multimedia content presentation training Exclusive system 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 your goals.



# 05 Certificate

The Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.







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*Successfully complete this Postgraduate Diploma and receive your certificate without the hassle of travel or paperwork”*

This **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology** contains the most complete and up to date scientific program on the market.

After passing the evaluation, the student will receive the corresponding **Postgraduate Diploma** issued by **TECH Technological University**

This qualification contributes significantly to the professional's continuing education and enhances their training with a highly regarded university syllabus, and is 100% valid for all public examinations, professional careers and job vacancies.

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

ECTS: **18**

Official N° of Hours: **450 hours**.

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

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



**Postgraduate Diploma**  
Leadership and Personal  
Branding in Sports  
Psychology

Course Modality: Online

Duration: 6 months.

Certificate: TECH Technological University

18 ECTS Credits

Teaching Hours: 450 hours.

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