

Postgraduate Certificate

Organization of Major Sports Events

Endorsed by the NBA





Postgraduate Certificate

Organization of Major Sports Events

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/organization-major-sports-events

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01

Introduction

Major sports events are one of the most popular social milestones and one of the most widely covered by the media. Organizing this major coverage is a thorough process, which must take multiple factors and aspects into account. This program provides the graduate with the best tools for specialization in the Organization of Major Sports Events. All this in a flexible and totally online format and the revolutionary *Relearning* methodology. In this way, the professional will be qualified by integrating the most specific knowledge in a natural and progressive way.





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All the key elements to Organization of Major Sports Events in a highly educational Postgraduate Certificate”

Boosting the economy, raising awareness and even promoting the interest of investors or advertising brands are some of the key points when talking about the Organization of Major Sports Events. However, the importance of efficient management goes even further. The communicator has a responsibility in the transmission of ideas and values through sport, not only to generate spectacle, but also personal and ethical values.

Precisely because of all of the above, TECH has designed this program that will provide the graduate with in-depth knowledge of sports news coverage through a program developed by experts in the sector. Therefore, the student will obtain a global vision of the ways of financing and promotion, delving into sports protocol.

As a result, in only 6 weeks of the best theoretical, practical and additional content, the professionals will be up to date in the information, conditioned by the possession of the rights. For this purpose, they will have the most avant-garde syllabus presented in different audiovisual formats that facilitate the integration of new knowledge.

Therefore, the program will allow them to improve their practice in order to raise not only their own practice to the highest level, but also to contribute to the improvement of the profession. And in order to provide them with a specialized guide in this field, TECH has included in the syllabus of this Postgraduate Certificate 10 masterclasses prepared by internationally renowned Sports Journalism referents, who have gladly agreed to participate in the program and to share with its graduates both their experience and the successful strategies that have contributed to their career reaching the pinnacle of the profession.

This **Postgraduate Certificate in Organization of Major Sports Events** contains the most complete and up-to-date 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-assessment 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



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

“

Several international Sports Journalism professionals have prepared for this program 10 masterclasses in video format in which they will share their experience and tactics for a communicative practice of the highest level”

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

Learn all the aspects that successful Sports Journalism professionals must master.

Get qualified in one of the most interesting fields of journalism with the highest quality on the university market.



02

Objectives

The Postgraduate Certificate in Organization of Major Sports Events is aimed at obtaining a degree of specialization that allows journalism professionals to develop their career in this field in an optimal way. For this purpose, we have developed the essential theoretical content that will provide students with the necessary knowledge and tools to transfer into practice, which will be developed intensively throughout the program.





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Major sports events occur as society evolves. Learn all you need to organize your broadcast and communication in this high-impact educational program"



General Objectives

- ♦ Delve in the history of major sports events and the geopolitical dimension that contextualizes them
- ♦ Analyze the historical milestones in major events that have found the necessary repercussions to break established social patterns
- ♦ Evaluate the intimate relationship between power and sport, and between politics and major sports events, with the media at times exercising power and at other times its true counter-power function



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





Specific Objectives

- ◆ Compile the most relevant facts in the history of major sports events (Olympic Games, Football World Cups and the most important tournaments in other disciplines such as motorsports, tennis, basketball or golf) from their origins to the present day
- ◆ Evaluate the political, social, economic and cultural circumstances in which they are developed, and which give full meaning to them
- ◆ Expose the techniques, resources, skills and circumstances in which news coverage of a major event such as a Football World Cup, Olympic Games or Formula 1 World Championship is carried out
- ◆ Demonstrate how to organize a major event in its four phases (design, development, management and completion) by defining the type of event, structure and strategic objectives
- ◆ Specify the practical case of the organization of a Davis Cup tennis final, with the creation of an organizing committee, a media strategy and the organization of the press
- ◆ Demonstrate the importance of broadcasting rights and the power that television has in decision-making when organizing a sports event
- ◆ Interpret the assignment of image exploitation rights and how it directly affects the development of sports journalism
- ◆ Assess the role of women in their participation in major sports events: from the creation of their own Games in Ancient Greece to the quest for equality today

03

Course Management

This Postgraduate Certificate in Organization of Major Sports Events 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.





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Learn from experts in the field and start moving in a dynamic and interesting profession"

International Guest Director

Born in Puerto Rico, Alvaro Martin received his degree from Harvard University and an MBA from Harvard Business School.

Martin is the only original Spanish-language ESPN network broadcaster who has remained with the network ever since, covering all NBA events.

In addition, he holds the distinction of being the first talent to serve as a dual-language sports broadcaster in ESPN's history, is ESPN's most experienced NBA broadcaster 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.



Mr. Álvaro, Martín

- Basketball analyst and commentator with extensive international experience.
- Harvard University graduate
- Master in Business Administration at 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 Rican women's basketball team
- ESPN basketball analyst
- Member of: National Association of Basketball Coaches, World Association of Basketball Coaches
- Graduate 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

- ◆ Specialized Sports Journalism
- ◆ Head of Department at Estadio Deportivo Newspaper
- ◆ Head of Digital Content at Estadio Deportivo Newspaper
- ◆ Website Editor for Tourism and Sports in Andalucía
- ◆ Collaborator of Onda Cero Sevilla
- ◆ Collaborator of Canal Sur Radio
- ◆ Graduate in Journalism from the Andalusian Center for Business Studies (CEADE)

Professors

Ms. Chávez González, Luisa María

- ◆ Contributor to the *Decibelios AM* website
- ◆ Contributor to the program *Aún no es viernes* "It's not Friday yet", Sevilla FC Radio
- ◆ Editor at *Ooh! Jerez*
- ◆ Trainee Editor at *Estadio Deportivo*
- ◆ Trainee Editor at *Diario de Sevilla*
- ◆ Degree in Journalism, University of Sevilla
- ◆ Co-author of the book *Por si nunca eres*

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- ◆ Degree in Journalism, University of Sevilla
- ◆ Co-author of the book *Por si nunca eres*

Mr. García Collado, José Enrique

- ♦ Editor at Estadio Deportivo
- ♦ Degree in Journalism from the University of Sevilla
- ♦ Journalist and Expert in Sports Big Data from the University of Valladolid
- ♦ Expert in Big Data in Sports by the University of Valladolid
- ♦ Master's Degree in Community Management at CEDECO school
- ♦ Specialization course in Programmatic Advertising at Skiller Academy

Mr. Palomo Armesto, Álvaro

- ♦ Website Content Writer at Medina Media
- ♦ Multimedia Editor at Estadio Deportivo
- ♦ Head of Press at CD Patín Macarena
- ♦ Editor at El Correo de Andalucía
- ♦ Editor at El Diario de Sevilla
- ♦ Degree in Journalism from the University of Sevilla.

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- ♦ Degree in Journalism from the University of Sevilla

Mr. Adorna León, Joaquín

- ♦ Professor of Sports Journalism at the University of Sevilla
- ♦ Journalist and analyst at Besoccer
- ♦ Editorial Director. Estadio Deportivo
- ♦ Degree in Journalism from the University of Sevilla
- ♦ Degree in Information Sciences from the University of Sevilla



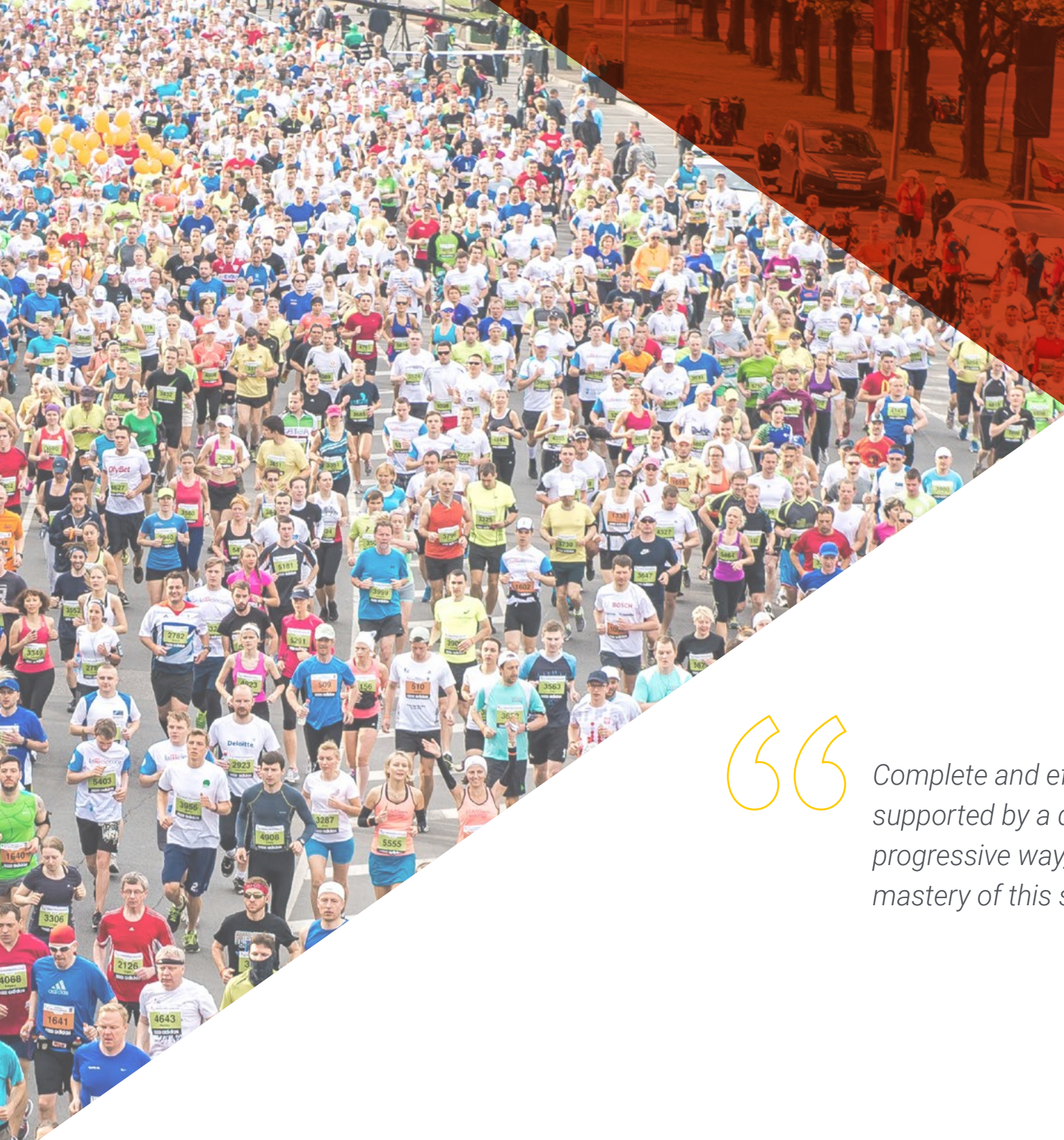
Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

04

Structure and Content

The contents of this program have been developed by the different professors, with a clear purpose: ensure that our students acquire each and every one of the necessary skills to become true experts in Organization of Major Sports Events. The content of this Postgraduate Certificate will allow you to learn all aspects of the different disciplines involved in this area: a very complete and well-structured program that will lead you to the highest standards of quality and success.





Complete and efficient, this program is supported by a didactic structure that, in a progressive way, will lead you to the total mastery of this subject"

Module 1. Major Sports Events

- 1.1. History of Major Events I
 - 1.1.1. Introduction and Historical Milestones in the Olympic Games
 - 1.1.2. Historic Medal List of Countries and Athletes
 - 1.1.3. The 'Cold War' Transferred to Sports
 - 1.1.3.1. Moscow 1980, the 'Boycott Games'
 - 1.1.3.2. The 'Robbery of the Century'. U.S-USSR Basketball Final in Munich '72
- 1.2. History of Major Events II
 - 1.2.1. Introduction and Historical Milestones in the World Cup
 - 1.2.2. From Uruguay 1930 to Russia 2018
 - 1.2.2.1. Achievements and Most Relevant Data
 - 1.2.3. Power and Soccer: The Stained Ball
 - 1.2.3.1. The Death Match and Other Episodes
 - 1.2.3.2. Maradona's 'Hand of God' Avenges Falklands Loss
- 1.3. History of Major Events III
 - 1.3.1. Tennis: The 4 Grand Slams
 - 1.3.2. Soccer: The UEFA European Football Championship and Copa America; The UEFA Champions League and Copa Libertadores.
 - 1.3.3. Golf: The Majors
 - 1.3.4. Motor Sport: Formula 1 and Moto GP World Championship
 - 1.3.5. Basketball: FIBA Basketball World Cup and NBA Finals
 - 1.3.6. The Super Bowl Phenomenon
- 1.4. News Coverage of a Soccer World Cup
 - 1.4.1. The IBC (*International Broadcast Centre*)
 - 1.4.2. Similarities and Differences According to the Media
- 1.5. News Coverage of the Olympic Games
 - 1.5.1. The IBC, the Center of Operations for the Press
 - 1.5.2. The Olympic Village
- 1.6. News Coverage of a Formula 1 World Cup
 - 1.6.1. The Great Travelling Caravan
 - 1.6.2. Training Days, Competition Days
 - 1.6.3. Media With and Without Rights



- 1.7. The Organization of a Major Event
 - 1.7.1. Defining the Type of Event and the Strategic Objectives
 - 1.7.2. The Organizational Structure
 - 1.7.3. Funding and Promotion Methods
 - 1.7.4. Sports Protocol
- 1.8. That is How a Davis Cup is Organized
 - 1.8.1. The 4 Key Phases: Design, Development, Management and Finalization
 - 1.8.2. The Organizing Committee
 - 1.8.2.1. Human Resources Management and Volunteering
 - 1.8.3. Media Strategy
 - 1.8.4. Organization of the Press
- 1.9. Broadcasting Rights
 - 1.9.1. The Assignment of Image Exploitation Rights
 - 1.9.2. Sports Journalism, Television and Television Rights
 - 1.9.3. Information Conditioned by the Possession of Rights
- 1.10. The Role of Women in Major Sports Events
 - 1.10.1. A Historic Struggle Against Inequality
 - 1.10.1.1. The Heraean Games in Ancient Greece
 - 1.10.2. Participation in the Olympic Games 1990
 - 1.10.2.1. The Women's World Games (1922 and 1926)
 - 1.10.3. Towards Equality



A complete training 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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a way of learning 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 prepare 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 balance each of these elements concentrically.

This methodology has prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

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

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



Testing & Retesting

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



06

Certificate

The Postgraduate Certificate in Organization of Major Sports Events guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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

This program will allow you to obtain your **Postgraduate Certificate in Organization of Major Sports Events** 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** title, 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 Certificate in Organization of Major Sports Events**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

Endorsed by the **NBA**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global 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 language
virtual classroom



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