

# Postgraduate Certificate Specialized Sports Journalism

Endorsed by the NBA



**tech** global  
university



## Postgraduate Certificate Specialized Sports Journalism

- » 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/specialized-sports-journalism](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/specialized-sports-journalism)

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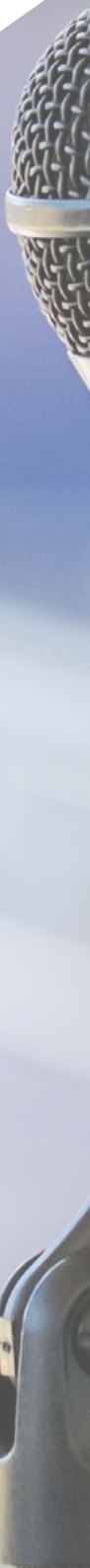
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# 01

# Introduction

Sports journalism is a communication specialty that has its own key elements of work. Without losing sight of the expected basics of the profession, a professional in this field needs to master them in order to be able to practice with both quality and confidence. This program is the best specialization tool that you will find to prepare you for this sector. With the latest educational technology and the prestige of TECH.



“

*Learn to work as a sports journalist by mastering the specific ways of working in just a few weeks of high-quality teaching”*

Sometimes, with more or less justification, depending on the case, sports journalism is accused of collecting clichés that have been generated around sports over the years. We are always looking for originality, despite the information frenzy which we are involved on a daily basis. However, there are times when it is impossible to separate oneself from any of these tiresome repetitions.

And on countless occasions, "a picture is worth a thousand words". It's something that has been demonstrated over time, when, at the beginning, news was accompanied by illustrations, to later recognize the capital importance of photography in the press. Here begins an exciting journey in which we will verify the photographic evolution, from paper to web, where everything is immediacy. Needs, analysis, study and recognition of the work that a photojournalist does every day, from Monday to Sunday, to fulfill the need for information and images that sports journalism has always had.

In this way, TECH releases to the market an educational experience of the highest level, which includes a specialized and comprehensive syllabus that not only will allow you to improve your communication skills, but will also allow you to implement the most avant-garde and sophisticated strategies of the profession in your professional practice. In addition to the 150 hours of theoretical, practical and additional content, the graduate will have access to 10 exclusive masterclasses developed by leading figures in the international scene of Sports Journalism, who will share with the graduates the best guidelines for an unparalleled professional practice.

This **Postgraduate Certificate in Specialized Sports Journalism** 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"*

“

*The study plan includes 100 minutes of video masterclasses so that you can learn, from the hand of international Sports Journalism referents, the most sophisticated and avant-garde communication strategies”*

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





“

*Specialize with comfort and quality with a program created for communication professionals that will boost you to the highest level of competence in this activity”*



## General Objectives

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- ♦ Develop skills for an optimal distribution of multi-sport contents
- ♦ Acquire advanced knowledge of the sports disciplines with the greatest media projection
- ♦ Analyze the fundamentals of almost fifty other disciplines to reinforce a comprehensive overview of multisport aspects
- ♦ Examine the most recommendable guidelines when approaching the news report and other journalistic genres (to cover these sports)
- ♦ Generate specialized knowledge on regulations and strategies, etc. That subsequently enrich journalistic pieces



*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

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- ♦ Identify the key to the development of a sporting event to provide the most accurate interpretation
- ♦ Analyze the ins and outs of the following disciplines: rugby, basketball, cycling, athletics, motor sports, tennis and golf
- ♦ Define the key to the regulations of sports disciplines with less media projection
- ♦ Advance in the specialization in multisport matters
- ♦ Define patterns for optimal content distribution
- ♦ Specify the chronicle guidelines according to each sport discipline
- ♦ Examine the performance of prestigious events such as the Augusta Masters in golf, the Davis Cup in tennis, the major cycling tours, etc.

03

# Course Management

The Postgraduate Certificate in Specialized Sports Journalism 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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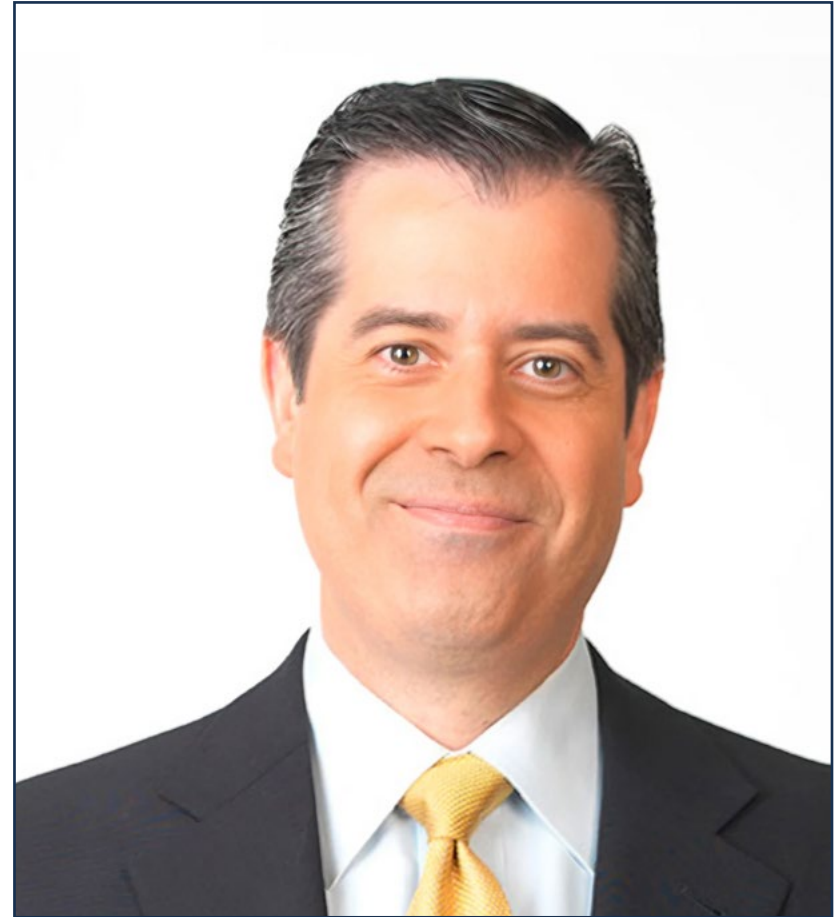
*Learn from experts in the field and start moving in a dynamic and interesting profession"*

## 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

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- 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

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- 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

### 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

**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. 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



# 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 Specialized Sports Journalism. 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.



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*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. Specialization in Sports

- 1.1. Content Management and Rugby Specialization
  - 1.1.1. Content Distribution
  - 1.1.2. Specialization vs. Generalization
  - 1.1.3. Style: Jargon, Neologisms and Foreign Expressions
  - 1.1.4. The Ins and Outs of Rugby
  - 1.1.5. How to Deal with a Data Sheet
  - 1.1.6. Other Rules and Concepts Necessary for a Specialist
  - 1.1.7. The World Cup
  - 1.1.8. The Six Nations
  - 1.1.9. Chronicle and News Processing
- 1.2. Specialization in Basketball
  - 1.2.1. Introduction
  - 1.2.2. FIBA Basketball vs. NBA Basketball
  - 1.2.3. Main Violations
  - 1.2.4. Other Considerations
  - 1.2.5. Types of Collective Defenses
  - 1.2.6. NBA Overview/Draft
  - 1.2.7. Test the Market
  - 1.2.8. The Chronicle of Basketball
  - 1.2.9. Other Journalistic Genres
- 1.3. Specialization in Cycling
  - 1.3.1. Introduction
  - 1.3.2. Brief Dictionary for Cycling
  - 1.3.3. Peculiarities of the Chronicle in Cycling
  - 1.3.4. How to Decipher the Classifications
  - 1.3.5. UCI World Tour
  - 1.3.6. Track Cycling
- 1.4. Specialization in Athletics
  - 1.4.1. Introduction
  - 1.4.2. Small Dictionary of Athletics Terms
  - 1.4.3. Stylistic Recommendations
  - 1.4.4. The Chronicle of Athletics
  - 1.4.5. Results and Data Bank
  - 1.4.6. Main Competitions
  - 1.4.7. Records
  - 1.4.8. Doping
- 1.5. Specialization in Motor Sports
  - 1.5.1. Introduction
  - 1.5.2. Specialization in Motorcycle Racing
  - 1.5.3. Small Dictionary of Motorcycling Terms
  - 1.5.4. The Chronicle of Motorcycling
  - 1.5.5. Specialization in Formula 1
  - 1.5.6. Small Dictionary of Formula 1 Terms
  - 1.5.7. The Chronicle of Formula 1
  - 1.5.8. Rally The Importance of Dakar
  - 1.5.9. World Rally Championship (WRC)
- 1.6. Specialization in Tennis
  - 1.6.1. Introduction
  - 1.6.2. Brief Dictionary of Tennis Terms
  - 1.6.3. Keys to the Chronicle in Tennis
  - 1.6.4. Scoring System in the Rankings
  - 1.6.5. The Tennis Court
  - 1.6.6. Tennis in the Olympics
  - 1.6.7. Davis Cup
  - 1.6.8. Fed Cup
- 1.7. Specialization in Golf
  - 1.7.1. Introduction
  - 1.7.2. Brief Dictionary of Golf Terms
  - 1.7.3. Golf Course
  - 1.7.4. Major Tournaments
  - 1.7.5. The Chronicle of Golf
  - 1.7.6. Interpretation of the Results
  - 1.7.7. Golf in the Olympics

- 1.8. Other Sports I
  - 1.8.1. Introduction
  - 1.8.2. Chess
  - 1.8.3. Mountain Climbing
  - 1.8.4. Badminton
  - 1.8.5. Handball
  - 1.8.6. Beach Handball
  - 1.8.7. Baseball
  - 1.8.8. Biathlon
  - 1.8.9. Boxing
  - 1.8.10. Cricket
  - 1.8.11. Curling
  - 1.8.12. Duathlon/Triathlon
  - 1.8.13. Fencing
  - 1.8.14. Ski
  - 1.8.15. American Football
- 1.9. Other Sports II
  - 1.9.1. Beach Soccer
  - 1.9.2. Indoor Soccer
  - 1.9.3. Artistic Gymnastics
  - 1.9.4. Rhythmic Gymnastics
  - 1.9.5. Weightlifting
  - 1.9.6. Equestrian
  - 1.9.7. Ice Hockey
  - 1.9.8. Field Hockey
  - 1.9.9. Rollerskate Hockey
  - 1.9.10. Judo
  - 1.9.11. Karate
  - 1.9.12. Wrestling
  - 1.9.13. Swimming
  - 1.9.14. Synchronized Swimming
  - 1.9.15. Padel
  - 1.9.16. Paralympic Sports
  - 1.9.17. Skating
  - 1.9.18. Canoeing

- 1.10. Other Sports III
  - 1.10.1. Polo
  - 1.10.2. Rowing
  - 1.10.3. Jump
  - 1.10.4. Skeleton
  - 1.10.5. Snooker
  - 1.10.6. Surfing
  - 1.10.7. Table Tennis
  - 1.10.8. Shooting
  - 1.10.9. Taekwondo
  - 1.10.10. Horse Racing
  - 1.10.11. Sailing
  - 1.10.12. Volleyball
  - 1.10.13. Beach Volleyball
  - 1.10.14. Water polo



*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

This Postgraduate Certificate in Specialized Sports Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

*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 Specialized Sports Journalism** 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 Specialized Sports Journalism**

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 languages  
virtual classroom



## Postgraduate Certificate

Specialized Sports

Journalism

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

# Postgraduate Certificate Specialized Sports Journalism

Endorsed by the NBA

