

# Postgraduate Certificate Sports Marketing and Communication

Endorsed by the NBA





## Postgraduate Certificate

### Sports Marketing and Communication

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: [www.techtute.com/in/physiotherapy/postgraduate-certificate/sports-marketing-communication](http://www.techtute.com/in/physiotherapy/postgraduate-certificate/sports-marketing-communication)

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# 01

# Introduction

Effective communication is essential for a manager of a sports center, especially considering the large volume of information that circulates daily in the world, with an infinite number of articles and videos related to this sector. In order to prepare students to face these situations, this program focused on Marketing and Communication has been designed, which will allow them to develop the communication skills of professionals, understanding how to make a marketing plan, branding and all aspects related to this area.





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*Improve your communication skills  
in sports, with a program focused  
on improving your abilities”*

Marketing has evolved over many years to become an important pillar in almost every business, including sports. Communication strategies help to give visibility to a sports team and to manage different situations with the publication of news, articles and videos related to the sector. In this sense, the manager of a sports center must know the appropriate strategies to carry out a good marketing and advertising sponsorship strategy.

For this reason, this program focused on introducing students to Sports Marketing and Communication has been developed. In this way, the professional who wishes to be in charge of a sports institution will perfectly understand the basics of sports communication and how marketing has allowed to manage better branding strategies and brand development.

Furthermore, it is a 100% online Postgraduate Certificate that provides students with comfortable study and ease, wherever and whenever they want it. All you need is a device with internet access to take your career one step further. A modality according to the current times with all the guarantees to position the physiotherapist in a highly demanded sector.

This **Postgraduate Certificate in Sports Marketing and Communication** contains the most complete and up-to-date scientific program on the market. The most important features of the program include:

- ♦ The development of numerous practical case studies presented by specialists in Sports Marketing and Communication
- ♦ The graphic, schematic and practical contents of the course are designed to provide all the essential information required for professional practice
- ♦ Exercises where the self-assessment process can be carried out to improve learning
- ♦ Algorithm-based interactive learning system for decision-making
- ♦ Special emphasis on innovative methodologies in personal training
- ♦ 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



*Take your career to another level and become a sports manager who knows the legal standards of the facility over which you preside"*

“

*Learn about effective ways to create a marketing plan to give visibility to a sports team”*

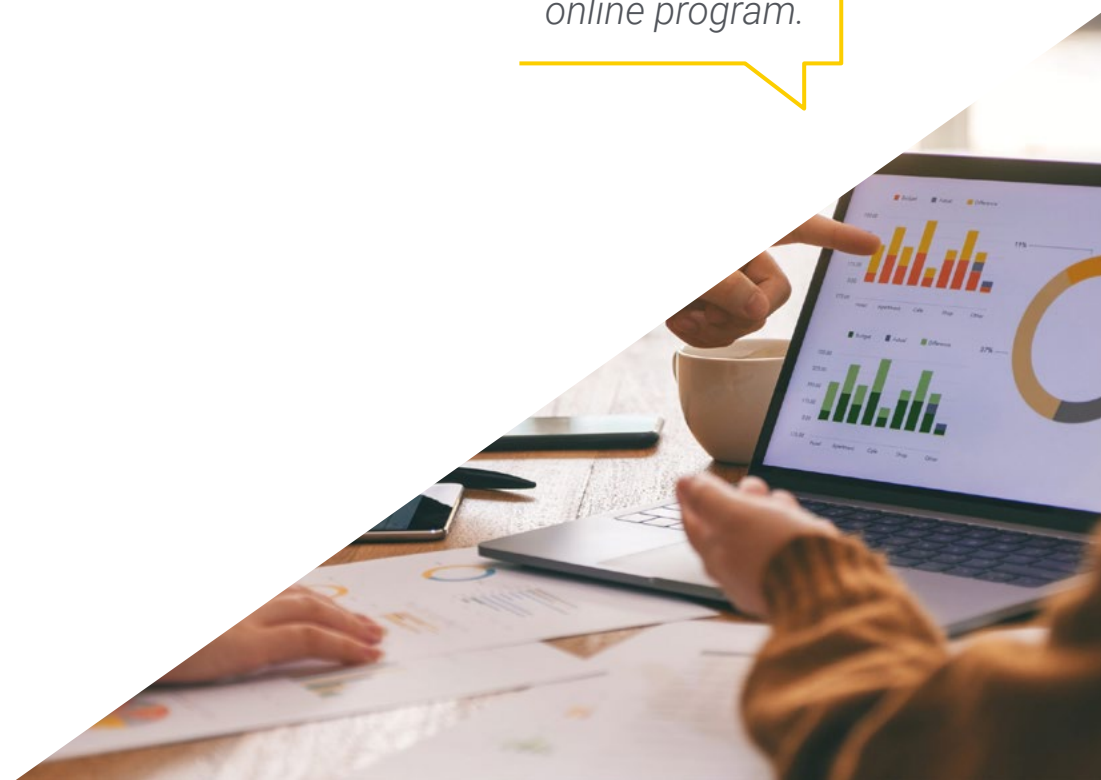
The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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 throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Count on an academic program focused on improving your communication skills as a Sports Center Manager.*

*Improve your branding strategies and brand development with a 100% online program.*



# 02 Objectives

Ensuring the communication skills of future sports managers is the main objective of this Postgraduate Certificate, which has been designed to meet the needs of future graduates. Accordingly, the student will learn all the details that are indispensable to become a successful sports manager, understanding the functioning of a marketing plan and sports communication. In this way, academic excellence is guaranteed, which is essential to comply with the professional profile required by the different Sports Entities at an international level.





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*Participate in a program focused on achieving your professional goals by creating an excellent marketing plan”*



## General Objective

- Provide knowledge about the environment and the sports market
- Train professionals prepared to work in the sports industry
- Become a successful sports manager
- Train managers, leaders and future administrators of sports entities
- Gain knowledge about the global market, with practical experiences of the professionals who are part of the faculty
- Understand that sport is an economic and business sector different from any other sector, with its specificities and particularities



*This Postgraduate Certificate will become the best opportunity to understand sports sponsorship as a Manager of a sports institution"*





## Specific Objectives

- ◆ Gain knowledge about the global sports ecosystem
- ◆ Understand the different actors involved in the sport at a global level
- ◆ Understand the labor relations in the sports world
- ◆ Learn about strategy in sports
- ◆ Gain Knowledge of Sports Marketing and the Creation and Development of a Marketing Plan
- ◆ Understand the importance of communication in sports
- ◆ Get to know the steps and stages for the realization of a sports event
- ◆ Understand the new forms of sports business, as well as the most innovative techniques
- ◆ Develop an interest in innovation and new trends in sports management
- ◆ Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

# 03

# Course Management

The faculty gathered for the development of this Postgraduate Certificate in Sports Marketing and Communication will provide future students with the opportunity to receive the best education in this field of action. Therefore, this program has a highly qualified team with extensive experience in the sector, which will offer the best tools for students to develop their skills during the course. In this way, students have the guarantees they need to specialize at an international level in a booming sector that will catapult them to professional success.





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*An excellent teaching team will provide you with all their knowledge and experience to train you in Marketing and Communications”*

## 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 defense 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



# 04

## Structure and Content

Understanding how marketing and communications work in sports is possible if you have a program with a dynamic, didactic and up-to-date structure to meet a series of demands at the labor level. With each class, the student will understand the basics of a marketing plan and communications in the sports world, taking into account the specialties in women's disciplines. In this way, future graduates will have the confidence of having all the knowledge that will allow them to perform well in their professional environment.





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*Develop your skills as a manager and understand the new trends in digital marketing”*

## Module 1. Sports Marketing and Communication

- 1.1. Introduction to Sports Marketing
- 1.2. Marketing Plan
- 1.3. Branding and Brand Development
- 1.4. Sports Sponsorship
- 1.5. *Ambush* Marketing
- 1.6. Communication in Sport
- 1.7. Digital Marketing and Sports
- 1.8. Specialization in Women Sports
- 1.9. Sports Marketing and Other Areas
- 1.10. Trends in Sports Marketing





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*This will become an excellent opportunity to be at the forefront of the latest developments in Marketing as a Manager”*

# 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.





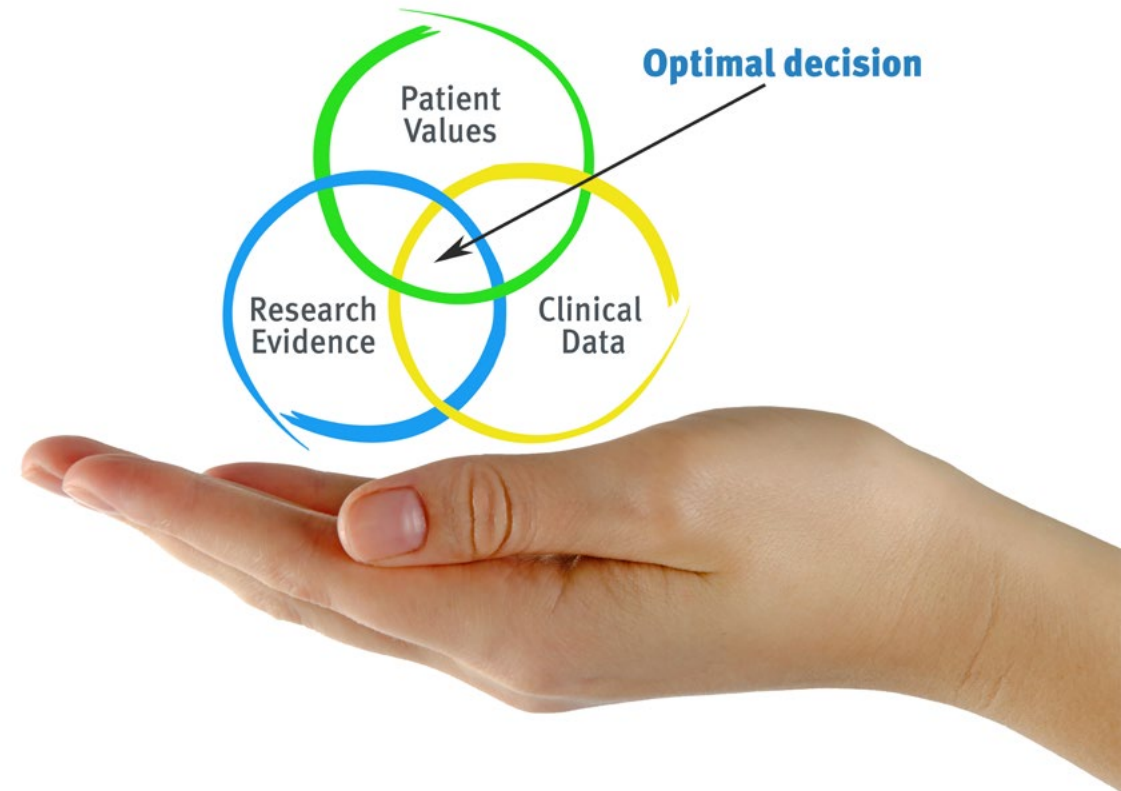
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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Physiotherapists/kinesiologists learn better, faster, and more sustainably over time.

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



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions of professional physiotherapy practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Physiotherapists/kinesiologists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the physiotherapist/kinesiologist to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*The physiotherapist/kinesiologist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we trained more than 65,000 physiotherapists/kinesiologists with unprecedented success in all clinical specialties, regardless of the workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*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.*

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



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.



#### Physiotherapy Techniques and Procedures on Video

TECH brings students closer to the latest techniques, the latest educational advances and to the forefront of current Physiotherapy techniques and procedures. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch them as many times as you want.



#### Interactive Summaries

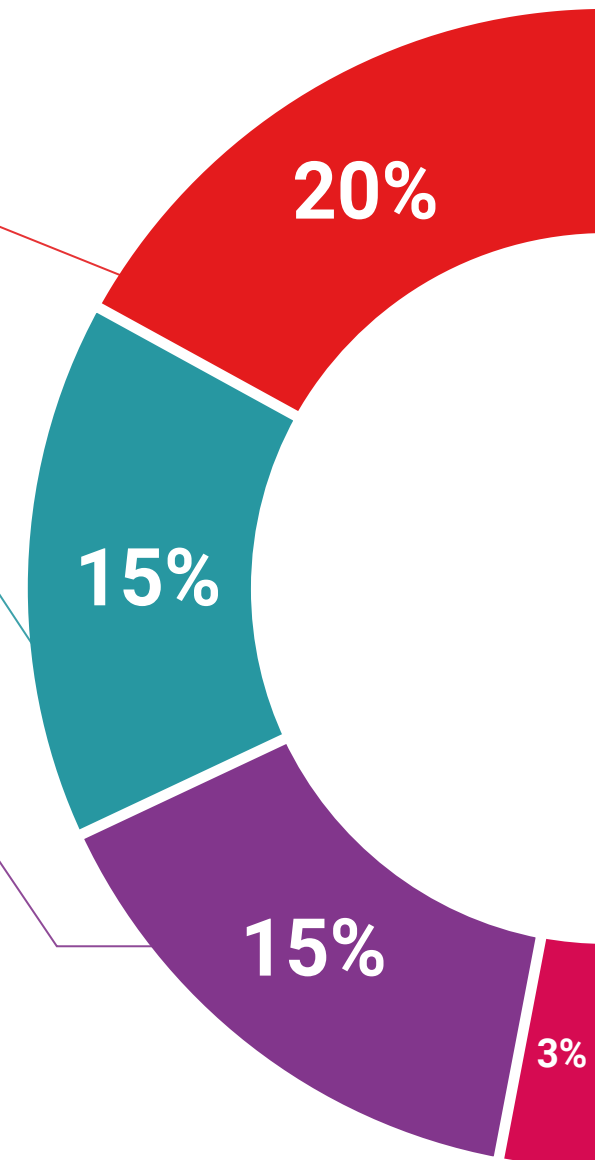
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



#### 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.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### 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.



#### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Sports Marketing and Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Sports Marketing and Communication** 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 Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by TECH Technological University will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

**Title: Postgraduate Certificate in Sports Marketing and Communication**

Official N° of Hours: **150 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.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present quality

development languages

virtual classroom

**tech** technological  
university

**Postgraduate Certificate**

Sports Marketing  
and Communication

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

# Postgraduate Certificate

## Sports Marketing and Communication

Endorsed by the NBA



**tech** technological  
university

