

Postgraduate Diploma

Sports Event Marketing, Communication and Organization

Endorsed by the NBA





Postgraduate Diploma Sports Event Marketing, Communication and Organization

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Official N° of Hours: **600 h.**

Website: www.techtitute.com/in/physiotherapy/postgraduate-diploma/postgraduate-diploma-sports-event-marketing-communication-organization

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

Marketing has become a business opportunity for the sports world, creating and executing the methods of this discipline for brands, teams, athletes, equipment and even medical support people. In this way, they seek to encourage fans' sense of passion and attract new followers. Specializing in this type of program will allow the physiotherapist to learn about new forms of business and the most innovative techniques to understand labor relations in the sports world





“

Enhance leadership skills within a sports organization and learn how to properly manage people in this sector”

Sport is a cross-discipline that involves multiple disciplines to function optimally. In this sense, physiotherapists have a wide range of opportunities to grow professionally and understand how all sectors of action work. For this reason, the program focused on Sports Event Marketing, Communication and Organization is the perfect opportunity to learn about the legal bases of sports and the global sports ecosystem

One of the characteristics that differentiate this program from others is the relationship between the different topics of the modules at a theoretical level, but above all at a practical level so that the student obtains real examples of marketing and event organization, as well as the professional world of sport, resulting in the student being able to build knowledge in the most complete way

A 100% online Postgraduate Diploma that provides the student with the ease of being able to study it comfortably, wherever and whenever they want. 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 engineer in a highly demanded sector

This **Postgraduate Diploma in Sports Event Marketing, Communication and Organization** 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 cases presented by specialists in Sports Event Marketing, Communication and Organization
- ♦ 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
- ♦ Access to content from any fixed or portable device with an Internet connection.



Awaken your interest in innovation and new trends in sports management”

“ *Gain knowledge of the steps and stages for the realization of a sports event as a physiotherapist*”

The program includes in its teaching staff professionals from the sector who bring to this training the experience of their work, as well as recognized 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

Develop an insight into sports jurisdiction and raise your profile internationally.

Understand the new forms of sports business, as well as the most innovative techniques.



02 Objectives

With the most up-to-date program on the market, the Postgraduate Diploma in Sports Events Marketing, Communication and Organization will help future graduates to learn about the different aspects of sports organization and how to use marketing for the benefit of sports. In this way, academic excellence is guaranteed, which is essential to comply with the professional profile required by the different physiotherapy centers at an international level. In view of the above, TECH establishes the following general and specific objectives to guarantee the satisfaction of the future graduate





“

*Understand the different actors
involved in sports at a global level”*



General Objectives

- 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

“

Learn about sports marketing and the creation of a plan that helps to enhance your management as a physiotherapist”





Specific Objectives

Module 1. Strategic Planning in Sports Organizations

- ◆ Learn about strategy in sports

Module 2. Marketing and Communication in Sports

- ◆ Gain knowledge of sports marketing and the creation and development of a marketing plan
- ◆ Understand the importance of communication in sports

Module 3. Organization of Sports Events

- ◆ Get to know the steps and stages for the realization of a sports event

Module 4. Leadership and People Management in Sports

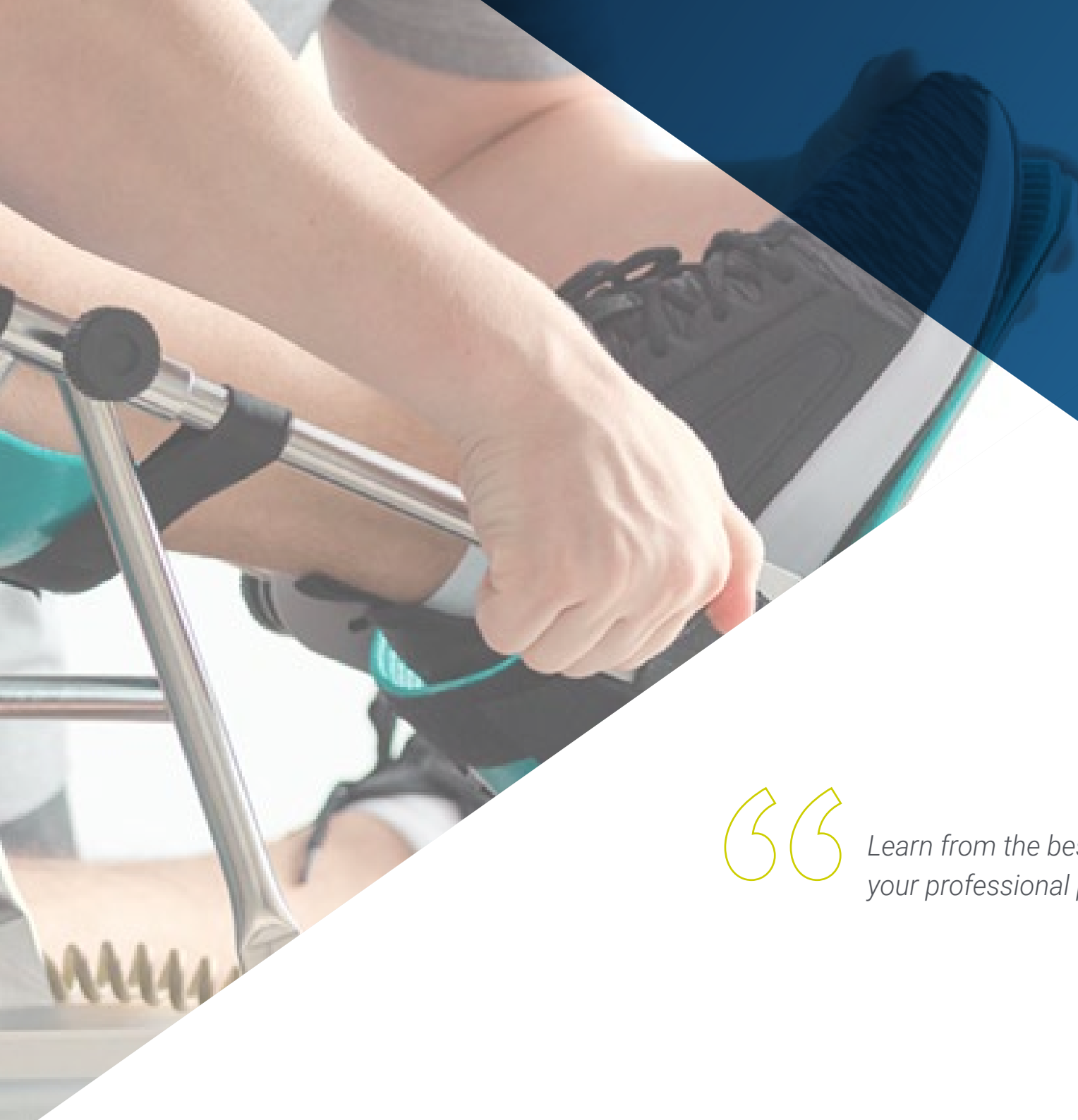
- ◆ Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

03

Course Management

In order to always offer the best quality education, TECH counts on renowned professionals so that the student acquires a solid knowledge in this Postgraduate Diploma in Sports Events Marketing, Communication and Organization. For this reason, the program has a highly qualified team with extensive experience in the sector, which will offer the best tools for the 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





“

Learn from the best in the sports field and boost your professional performance at a global level"

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

Mr. Novo, Andrés

- ♦ Head of Institutional Marketing and Events at the PRISA Group
- ♦ Event Production Manager at Innevento and Innevento Sports
- ♦ Field manager, logistics assistant, team manager and ceremonial and protocol manager at MicFootball
- ♦ Degree in Audiovisual Communication from the University of the Basque Country.
- ♦ Degree in Advertising and Public Relations from the University of the Basque Country.

Mr. González Graña, Carlos

- ♦ Founder and Managing Director at Callander Sport & Business
- ♦ Co-Founder and Chief Operating Officer at Business Hub Innovation
- ♦ Partner of the professional sports area at Raheem GL Business Club
- ♦ Commercial Director of the Sports Area at Riskmedia Insurance Brokers
- ♦ Law degree from the University of La Coruña.
- ♦ Specialization in Labor and Sports Law

Ms. Pascual, Mónica

- ♦ CEO and Founder of Making Talent Happen
- ♦ Handling GSE Manager in Swissport Handling Madrid UTE
- ♦ I&D&i Manager and Project Manager at Inpropack
- ♦ Creator of the podcast "Imparables"
- ♦ Author of the blog "Mentalidad Imparable" in Diario AS
- ♦ Degree in Industrial Engineering at Alfonso X El Sabio University
- ♦ Master's Degree in International Patent Law at the School of Industrial Organization
- ♦ Expert in Mediation at the Higher Institute of Law and Economy La Liga. Sports Coaching for Coaches and Managers

04

Structure and Content

In order to understand how marketing and event organization works in sports as a physiotherapist, a program that reflects the interests of the students should be available for their professional projection. The structure of the contents has been designed by a team of professionals from leading schools and universities. In this way, in each class the professional will understand the new forms of the sports business, as well as the most innovative techniques



“

We have the most complete and up-to-date scientific program on the market”

Module 1. Strategic Planning in Sports Organizations

- 1.1. Introduction to Strategic Planning and Analysis in Professional Sport
- 1.2. Purchase and Sale of Sports Entities
- 1.3. Soccer Club Management
- 1.4. Structure and Sports Planning
- 1.5. Business Development and Operation of Stadiums
- 1.6. Brand Development and Commercial Rights
- 1.7. TV Rights
- 1.8. Internationalization of Sports Entities
- 1.9. Holding Companies and Investment Funds
- 1.10. Practical Business Models

Module 2. Marketing and Communication in Sports

- 2.1. Introduction to Sports Marketing
- 2.2. Marketing Plan
- 2.3. Branding and Brand Development
- 2.4. Sports Sponsorship
- 2.5. Ambush Marketing
- 2.6. Communication in Sport
- 2.7. Digital Marketing and Sports
- 2.8. Specialization in Women Sports
- 2.9. Sports Marketing and Other Areas
- 2.10. Trends in Sports Marketing





Module 3. Organization of Sports Events

- 3.1. Introduction to the Organization of Sports Events
- 3.2. Types of Events
- 3.3. Planning and Management of Sports Events
- 3.4. Business Plan and Sponsorships
- 3.5. Communication
- 3.6. Security at Sports Events
- 3.7. Execution and Production of Sports Events
- 3.8. Protocol at Sports Events
- 3.9. Sports Tourism and Local Promotion
- 3.10. Analysis and Closing of Sports Events

Module 4. Leadership and People Management in Sports

- 4.1. Leadership Styles
- 4.2. Managerial Skills
- 4.3. Entrepreneurship
- 4.4. HR and Talent Management
- 4.5. Team Management
- 4.6. Coaching Applied in Sports
- 4.7. Negotiation
- 4.8. Conflict Resolution
- 4.9. Communicative Skills
- 4.10. Pressure Management

“ Be part of a unique experience,
learning how physiotherapists can use
marketing to their advantage”

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"

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.

“

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

This Postgraduate Diploma in Sports Event Marketing, Communication and Organization guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University





“

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

This **Postgraduate Diploma in Sports Event Marketing, Communication and Organization** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Sports Event Marketing, Communication and Organization**

Official N° of Hours: **600 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

online training

development languages

virtual classroom

tech technological
university

Postgraduate Diploma
Sports Event Marketing,
Communication
and Organization

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Official N° of Hours: 600 h.

Postgraduate Diploma

Sports Events Marketing, Communication and Organization

Endorsed by the NBA

