

# Postgraduate Certificate

## Digitization and Personal Branding in Sports Psychology



## Postgraduate Certificate

### Digitization and Personal Branding in Sports Psychology

Course Modality: Online

Duration: 12 weeks

Certificate: TECH Technological University

Official N° of Hours: 300 h.

Website: [www.techtitute.com/us/psychology/postgraduate-certificate/digitization-personal-branding-sports-psychology](http://www.techtitute.com/us/psychology/postgraduate-certificate/digitization-personal-branding-sports-psychology)

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# 01

# Introduction

It is as important to have a good professional figure as it is to know how to transmit and project it to others. With the revolution of social networks, all kinds of professional fields have moved to the digital plane, enhancing a personal brand that serves in their turn as a cover letter and resume. The psychologist must strengthen this facet if they want to reach the highest level of sports institutions and training, an issue on which this program places special emphasis. The most efficient use of social networks, content marketing and persuasion techniques will be promoted, with methodology developed by experts in the field. A unique opportunity to boost personal branding in a 100% online degree, flexible and adapted to the demands of the modern psychologist.





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*Build a solid personal brand with which to reach the best sports institutions thanks to this Postgraduate Certificate”*

Sports organizations have undergone a considerable cultural transformation in recent years. Their mission, values and general vision extend beyond the sporting arena, considering themselves as actors in the education of new generations, humanitarian work and the fight against social ills such as *bullying* and drug addiction.

In this way, the psychologist must also understand the institutions' own image in order to focus their communication and personal branding on those same values. This Postgraduate Certificate provides the professional with the appropriate tools and knowledge for their messages to have a greater impact on institutions and the sports work environment, with extended principles in the use of communication skills, marketing and organizational leadership.

The program is, therefore, a preferential academic option to maximize competencies in the digital and communicative field of Sport Psychology. TECH has got rid of both face-to-face classes and fixed schedules, promoting a completely online format in which the psychologist chooses how to distribute the teaching load, with no strings attached. To this end, all content is accessible from the first day of the program, and can be downloaded from any device with an internet connection.

This **Postgraduate Certificate in Digitalization and Personal Branding in Sports Psychology** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The development of case studies presented by experts in *coaching* and sports psychology
- ♦ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



*It stands out with a professional image adapted to modern sports communication, understanding the mission and values of the institutions to share and promote them on digital media"*

“*Give your career a distinctive boost by adding this program to your CV, attracting the attention of the most prestigious sports institutions”*

*Sign up now to start improving your personal brand today by learning the most profitable content generation techniques.*

*Don't miss the opportunity to join the world's largest online academic institution, with the most cutting-edge educational technology.*

The program's teaching staff includes professionals from the 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. This will be done with the help of an innovative system of interactive videos made by renowned experts.



# 02 Objectives

The main objective of this Postgraduate Certificate is to provide the psychologist with the digital tools with which to position themselves as a leader in their sector, and also providing a much broader and more comprehensive understanding of the dynamics in sports organizations. Thanks to this, they will be positioned with an advantage to access more relevant positions in the sports-psychological field, increasing their professional and labor expectations.







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*You will achieve your most ambitious professional goals by projecting your professional image in the main networks and digital media”*



## General Objectives

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- ◆ Approach the most successful leadership styles in the sporting arena.
- ◆ Study high performance team management at the psychological and motivational level
- ◆ Examine the basic pillars on which Sports Psychology is based
- ◆ Analyze the possible applications of the most common techniques and methodologies in sports coaching
- ◆ Learn the most frequently used psychological techniques in the field of sports
- ◆ Know the figure of the leader in individual and team sports
- ◆ Understanding the importance of personal branding for professional development
- ◆ Updating the management of the different digital tools to disseminate the personal brand
- ◆ Study in depth the cultural transformation of sports organization
- ◆ Study the different interdisciplinary tools of the sports psychologist and coach
- ◆ Delve into the work of the psychologist as a facilitator in the context of sport





## Specific Objectives

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- ◆ Learning the basic fundamentals and positioning of a personal brand
- ◆ Further develop the management and handling of social networks to achieve professional objectives
- ◆ Know the proper use of social networks by the athlete
- ◆ Study persuasion and influence techniques applicable to different blog, podcast or videoblogging platforms
- ◆ Study the psychological pyramid of sports performance
- ◆ Covering Team Management as a Sports Coach
- ◆ Analyze the values that drive sports organizations
- ◆ Know the design of intervention plans that are carried out in teams and organizations



*Take a decisive step forward by acquiring the communication and organizational leadership skills provided by this Postgraduate Certificate"*

# 03

## Structure and Content

In order to guarantee a better study work for the student, TECH has incorporated the *Relearning* pedagogical methodology in all the contents of this program. This implies that the psychologist will acquire the developed competencies in Digitalization and Personal Branding throughout the degree. In this way, a considerable investment of hours is avoided, allowing the student to invest more time in extending their knowledge through the high-quality multimedia material and the complementary readings provided in each unit.





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*Take advantage of all the didactic resources that TECH puts at your disposal, having the best means to take your personal brand to the best sports institutions"*

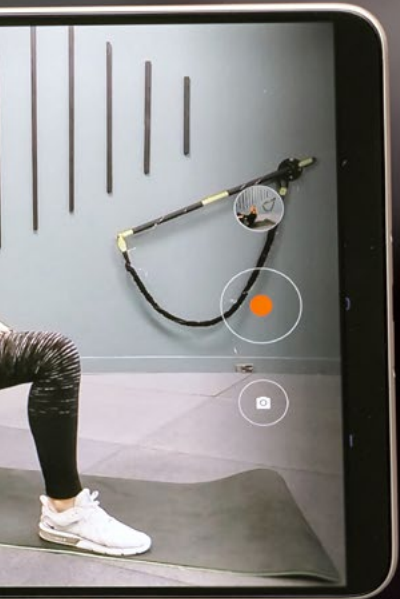
### Module 1. Personal Branding and Management of Digital Tools

- 1.1. Information and Communication Technologies (ICTs)
- 1.2. Basic Principles of Digital Marketing
- 1.3. Internet, the Web, Web 2.0 and Web 3.0
- 1.4. Personal Brand Positioning
- 1.5. Social Network Management
- 1.6. Athletes and the Use of their Networks and Interventions in the Media
- 1.7. Content Marketing Generation through Different Platforms: Blog, Podcast, Video Blogging, etc.
- 1.8. Media Communication Skills
- 1.9. Persuasion and Influence Techniques

### Module 2. Cultural Transformation in Sports Organizations

- 2.1. Values-Driven Sports Organizations. Mission and Vision
- 2.2. Business Tools for Communication and Coordination
- 2.3. Corporate Strategy and Technology Strategy
- 2.4. Organizational Culture and Climate
- 2.5. Organizational Leadership
- 2.6. Executive Coaching Tools
- 2.7. Dynamics and Intervention Techniques in Sport Organization





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*You will be able to keep all the contents of this Postgraduate Certificate even once you have finished it, since you will be able to download the entire syllabus to your preferred device”*

# 04

# 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. Specialists learn better, faster, and more sustainably over time.

*With TECH the psychologist experiences 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 in the psychologist's professional 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. Psychologists who follow this method not only master the assimilation of concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the psychologist to better integrate knowledge into clinical practice.
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.

Our 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, which is a real revolution compared to the simple study and analysis of cases.

*The psychologist 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).

This methodology has trained more than 150,000 psychologists with unprecedented success in all clinical specialties. 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 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.



#### Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current psychology. 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 the videos as many times as you like.



#### Interactive Summaries

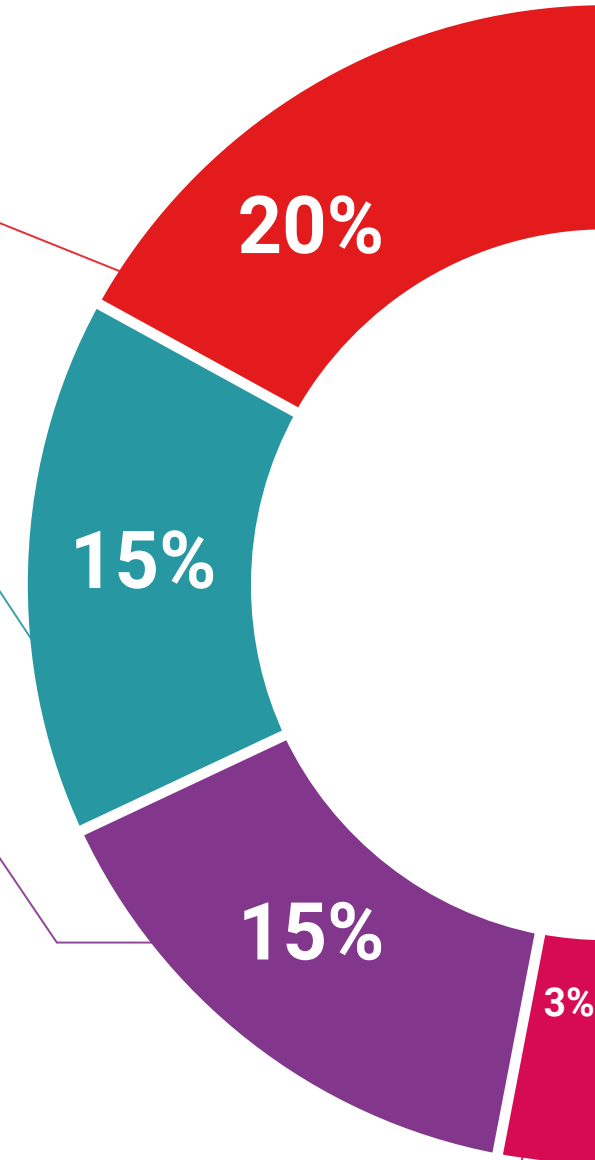
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

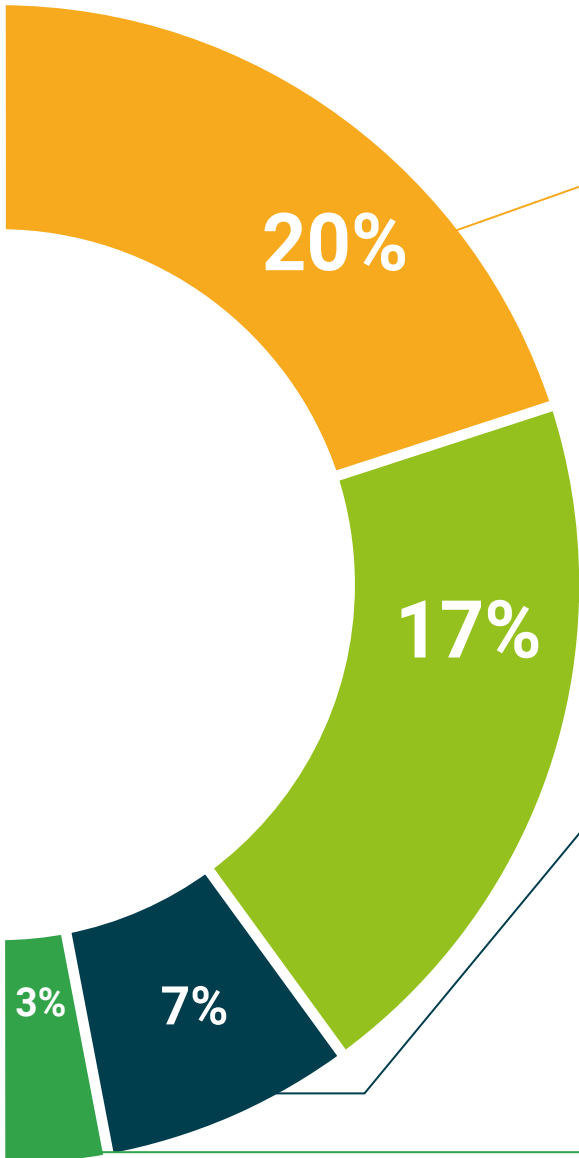
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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 suggesting that observing third-party experts can be useful.  
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.



05

# Certificate

The Postgraduate Certificate in Digitalization and Personal Branding in Sports Psychology guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate 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 Digitalization and Personal Branding in Sports Psychology** 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** diploma, 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 Digitization and Personal Branding in Sports Psychology**

Official N° of Hours: **300 h.**



\*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 language  
virtual classroom



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