

# Postgraduate Certificate

## Digitalization and Personal Branding in Sports Psychology

Endorsed by the NBA





## Postgraduate Certificate Digitalization and Personal Branding in Sports Psychology

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/sports-science/postgraduate-certificate/digitalization-personal-branding-sports-psyhcology](http://www.techtitute.com/us/sports-science/postgraduate-certificate/digitalization-personal-branding-sports-psyhcology)

# 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

The world of sports has entered an unprecedented digital transformation. As a sports psychologist it is essential to know how to manage and control the technological tools and different platforms, such as social networks, which have an increasingly greater weight and depth in society and that intervene in the practice of the respective disciplines affecting the performance and results of each athlete. This degree, under an online modality, brings together the necessary tools to become an expert in personal branding, management of digital tools and cultural transformation in sports organizations.





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*Specialize in Digitalization and Personal Branding and target your resume for the best positions in Sports Psychology”*

This Postgraduate Certificate trains students to work as professionals in Sports Sciences, trained to manage the digital world that surrounds athletes and all the necessary elements to build their personal brand, delving into the latest dynamics and intervention techniques in the sports organization.

This program has a combination of theoretical and practical material, treated with a unique didactic and depth in the current academic offer, with the aim that the student experiences his own process of digitization and personal branding, in order to understand how this branch of sports psychology works in professional life.

In addition, as it is a 100% online Postgraduate Certificate, the student is not conditioned by fixed schedules or the need to move to another physical location. All you need is a device with internet access, from which you can consult the rich content that will help you develop your personal brand and acquire the best digital skills. All this, at any time of the day, combining, at your own pace, your work and personal life with your academic life.

This **Postgraduate Certificate in Digitalization and Personal Branding** in Sports Psychology contains the most complete and up to date educational program on the market. The most important features include:

- ◆ The development of case studies presented by Masters in coaching and sports psychology.
- ◆ The graphic, schematic and eminently practical contents of the book provide practical information on those 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



*Study this Postgraduate Certificate and stand out from other sports psychologists by adapting your teachings to each athlete in a personalized way"*

“

*Specialize in persuasion and influence techniques applicable to different blog, podcast and video blog platforms”*

*Learn how to manage the latest digital tools on the market and make a difference in the sports field*

*It deepens in the dynamics and techniques of intervention in the sports organization*

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

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# 02

# Objectives

The program design of this Postgraduate Certificate will allow the student to update the management of different digital tools to disseminate the personal brand and deepen the cultural transformation of sports organizations. It will also delve into the management and handling of social networks to achieve professional objectives. All this, through the knowledge of the design of intervention plans that are carried out in teams and organizations.







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*As you learn and update your knowledge,  
you will become a reference in the field of  
Sports Psychology”*



## General Objectives

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- ◆ Cover the different leadership styles with the greatest success 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 psychological techniques most frequently used in the field of sports.
- ◆ Know the figure of the leader in individual and team sports.
- ◆ Understand the importance of personal branding for a good professional development.
- ◆ Update the management of the different digital tools to disseminate the personal brand.
- ◆ Deepen understanding of the cultural transformation of sports organizations.
- ◆ 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.



*Take the opportunity and take the step to get up to speed on the latest developments in the digital world in sports"*





## Specific Objectives

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

- ◆ Learning the basic fundamentals and positioning of a personal brand
- ◆ Deepen in the management and handling of social networks to achieve professional objectives.
- ◆ Knowing 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.

### Module 2. Cultural Transformation in Sports Organizations

- ◆ Covering team management as a sports coach
- ◆ Analyze the values that drive sports organizations.
- ◆ Know the design of intervention plans carried out in teams and organizations.

03

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



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*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## International Guest Director

Dr. Barbara Roberts is a leading clinical psychologist with an internationally recognized career in the field of sports mental health. As such, she has played an important role as Director of Wellness and Clinical Studies for the Washington Commanders football team, a position that has made her one of the few professionals with a doctorate in Clinical Psychology working full time for an NFL franchise. Here, her work has focused on implementing a proactive approach to mental health management, seeking to build a solid foundation for player wellness and its impact on performance and overall health.

Additionally, her professional career has included significant roles at the Federal Bureau of Prisons and the U.S. Army Aberdeen Proving Ground, where she has developed programs to support inmates and military members with substance abuse issues. In addition, she has worked for the Substance Abuse and Mental Health Services Administration and the White House Office of National Drug Control Policy, which has allowed her to evaluate and improve treatment programs nationwide.

Dr. Barbara Roberts has also applied her expertise in evidence-based methods, such as motivational interviewing, to create an environment of trust with players, helping them face the challenges of their careers and personal lives. In this regard, her approach is unique in its ability to normalize mental health within the sporting environment and offer ongoing, personalized support. In turn, she has excelled in her commitment to helping players through various stages of their careers, from their early years in the NFL, to life after retirement.



## Dr. Roberts, Barbara

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- ♦ Director of Wellness and Clinical Services at the Washington Commanders, Washington D. C., United States
- ♦ Clinical Psychologist at Georgetown University Medical Center, Georgetown
- ♦ Analyst and Health Policy Coordinator in the White House Office of National Drug Control Policy
- ♦ Clinical Psychologist at the Substance Abuse and Mental Health Services Administration
- ♦ Doctor of Clinical Psychology from the University of Oklahoma
- ♦ B.A. in Psychology from Fisk University

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

# 04

# Structure and Content

A curriculum has been established whose modules offer a broad perspective of personal branding and the management of digital tools in Sports Psychology. This Postgraduate Certificate covers from the basic principles of digital marketing, web 2.0 and 3.0 to corporate strategy and technology strategy, through the management of social networks and media communication skills, among others.







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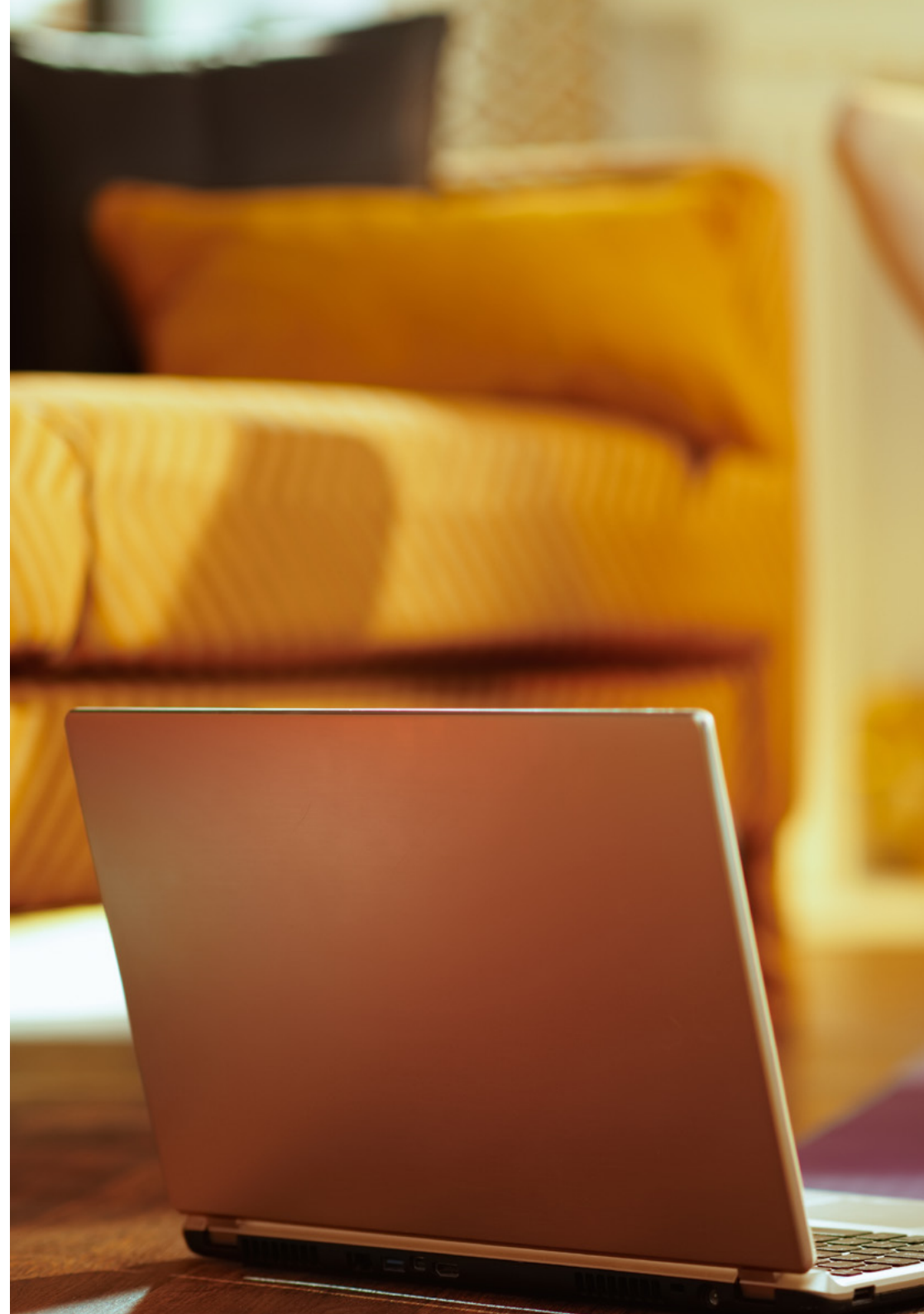
*This 100% online Postgraduate Certificate contains the most complete and up to date program on the market"*

### 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 Media 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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*This Postgraduate Certificate is designed to help you update your knowledge in digitalization with the use of the latest educational technology”*

# 05 Methodology

This training program provides you with a different way of learning. Our methodology uses a cyclical learning approach: **Re-learning**.

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 Re-learning, 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

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.

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



*Our university is the first in the world to combine  
Harvard Business School case studies with a  
100%-online learning system based on repetition*



### A learning method that is different and innovative.

This intensive Sports Science program at TECH Global University prepares you to face all the challenges in this field, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at , TECH you will use Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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*We are the only online university that offers Harvard materials as teaching materials on its courses”*

*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments*

The case method is the most widely used learning system by the best faculties in the world. 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.

## Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*In 2019 we obtained the best learning results of all Spanish-language online universities in the world*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Re-learning.

Our university is the only Spanish-speaking university qualified 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 Spanish online university indicators.





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.

With this methodology we have trained 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, markets, and financial 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.

*Re-learning 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*

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 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.



### 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 competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



#### 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 multimedia content presentation training Exclusive system 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 your goals.



06

# Certificate

The Postgraduate Certificate in Digitalization and Personal Branding in Sports Psychology guarantees, in addition to the most rigorous and up to date training, access to a Certificate issued by TECH Global University.





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*Successfully complete this training program  
and receive your certificate without travel or  
laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Digitization and Personal Branding in Sports Psychology** 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 Digitization and Personal Branding in Sports Psychology**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 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 University will make the necessary arrangements to obtain it, at an additional cost.

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personalized service innovation  
knowledge present  
online training  
development languages  
virtual classroom



**Postgraduate Certificate**  
Digitalization  
and Personal Branding  
in Sports Psychology

- › Modality: online
- › Duration: 12 weeks
- › Certificate: TECH Global University
- › Credits: 12 ECTS
- › Schedule: at your own pace
- › Exams: online

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