

# Postgraduate Certificate

## Sports Marketing and Sponsorship

Endorsed by the NBA





## Postgraduate Certificate Sports Marketing and Sponsorship

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/sports-science/postgraduate-certificate/sports-marketing-sponsorship](http://www.techtitute.com/in/sports-science/postgraduate-certificate/sports-marketing-sponsorship)

# 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

Sports Marketing and Sponsorship are key to rugby today. As the sport continues to grow in popularity around the world, brands and companies are increasingly interested in partnering with renowned teams and players to tap into their huge fan base. For this reason, TECH has designed a program that allows students to maximize their knowledge on aspects such as Marketing, Sports Entities, Sponsorships, Sponsorship and Event Organization, among others. All this, thanks to a 100% online modality and with the most dynamic and practical multimedia materials in the educational market.







“

*Become an expert in Sports Marketing and Sponsorship in the world of Rugby, thanks to the best online university in the world according to Forbes, thanks to TECH"*

Sports Marketing and Sponsorship in rugby are two key elements in the development and promotion of rugby around the world. Marketing involves the use of various techniques to increase the visibility and brand image of a team or sporting event, while sponsorship refers to the collaboration of a brand with a team or sporting event for mutual benefits.

For this reason, TECH has designed a Postgraduate Certificate in Sports Marketing and Sponsorship with which it seeks to provide students with the necessary skills to be able to perform their work as specialists, with the highest possible efficiency and quality. Throughout this program, aspects such as Branding, Advertising, Successful Cases, Personal Branding and Image Rights will be addressed.

All this, through a convenient 100% online modality that allows students to organize their schedules and studies, being able balancing them with their other day-to-day work and interests. In addition, this program has the most complete theoretical and practical Appeal on the market, which facilitates the student's study process and allows to achieve their objectives quickly and efficiently.

This **Postgraduate Certificate in Sports Marketing and Sponsorship**, contains the most complete and up-to-date scientific program on the market. Its most notable features are:

- ◆ The development of case studies presented by experts in Sports Marketing and Sponsorship
- ◆ The graphic, schematic and eminently practical contents of the book provide sporting and practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Reach your maximum potential in Sports Marketing, in only 6 months and with total freedom to organize your schedule"*

“

*You will be able to expand your knowledge about Digital Presence and Sports Marketing Trends, at any time of the day and without leaving home"*

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

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Access all the content on Digital Revolution and E-Sports from the first day and with any device with internet connection.*

*Enroll now and reach your maximum potential in the world of sports, through a complete program on Sponsorship and Patronage.*



# 02 Objectives

The objective of this Postgraduate Certificate in Sports Marketing and Sponsorship is for students to acquire a complete update of their skills. An update that will allow the student to work with the highest possible quality and efficiency. All this, thanks to TECH and a 100% online modality that gives total freedom of organization and schedules to the student.







“

*Achieve your most demanding objectives thanks to an innovative and complete program that offers an unique opportunity to stand out in the job market in this area"*



## General Objectives

---

- ◆ Know in depth about Rugby 15 and 7, as well as the rest of the modalities
- ◆ Know how to delve, develop, physical and technical skills
- ◆ Acquire a specialization in nutrition oriented to Rugby, according to the modality and position of the player
- ◆ How to manage emotions and apply psychology to the sporting environment
- ◆ Learn to manage teams and players
- ◆ How to sell Rugby as a consumer product
- ◆ Know in depth the tools for the player to be able to control his emotions in order to obtain maximum performance







## Specific Objectives

- ◆ Learn to consider Rugby as a product
- ◆ Learn the different product distribution channels
- ◆ Differentiate and Identify the target audience



*Overcome your dream objectives, thanks to a 100% online program that delves into essential aspects in the world of Rugby such as Event Management and E-Sports"*

03

# Course Management

All the professionals that integrate the teaching staff of this Postgraduate Certificate are part of TECH's prestigious team of experts in Sports Marketing and Sponsorship. These specialists have poured their extensive experience and their most advanced knowledge throughout the syllabus, to design complete and up-to-date teaching materials that exceed the most demanding expectations. In addition, these outstanding professionals will accompany the student throughout the program, to facilitate and make the study process more effective.





“

*Excellent professionals in the field of Sports Marketing and Sponsorship in the world of Sports, will be at your disposal to answer any questions or queries you may have"*

## Management



### Mr. De Juan Roldán, Javier

- ♦ Professional Rugby player of the Spanish national team VII
- ♦ Twice champion of European Rugby VII
- ♦ Professional player of Independiente Rugby Club
- ♦ Professional player of Ciencias Rugby Club
- ♦ Coach at Ciencias Rugby Club and Independiente Rugby Club schools



### Ms. Lliteras Ruiz, Marta

- ♦ Coach of women's Rugby 7s and men's 15s
- ♦ Coach of the General Command of the Balearic Army, women's 7s and men's 15s
- ♦ All&Go co-founder
- ♦ Coordinator of the Association of Professional Women
- ♦ Rugby 15 and 7 international player
- ♦ European Rugby champion
- ♦ Rio de Janeiro Olympic Postgraduate Certificate
- ♦ Bachelor's Degree in Political Science, Master's Degree in Management and Human Resources Management
- ♦ Master's Degree in Team Management





04

# Structure and Content

The structure and content of this Postgraduate Certificate in Sports Marketing and Sponsorship have been designed by the renowned professionals that make up TECH's team of experts. These specialists have used their extensive experience and their most advanced knowledge to create practical and completely up to date contents. All this, based on the most efficient pedagogical methodology, TECH's Relearning.





“

*Enjoy now the most complete and up-to-date program on Digital Ambassadors and Digital Presence, only at TECH Technological University"*

## Module 1. Sports Marketing and Sponsorship

- 1.1. Sports Marketing
  - 1.1.1. Marketing
  - 1.1.2. Differences between a company and a sports entity
  - 1.1.3. Trends in Sports Marketing
- 1.2. Sponsorship
  - 1.2.1. Mission and value
  - 1.2.2. Differentiation
  - 1.2.3. Strategy
- 1.3. Sponsorship II
  - 1.3.1. Activation
  - 1.3.2. Measurement
  - 1.3.3. Monitoring
- 1.4. Patronage
  - 1.4.1. Definition
  - 1.4.2. Differences
  - 1.4.3. Advantages and Disadvantages
- 1.5. Sponsorship
  - 1.5.1. Definition
  - 1.5.2. Evolution and versions
  - 1.5.3. Advantages and Disadvantages
- 1.6. Organization of Events
  - 1.6.1. Audiences segmentation
  - 1.6.2. Content
  - 1.6.3. Attraction and retention
- 1.7. Distribution Channels
  - 1.7.1. Digital Presence
  - 1.7.2. Activations
  - 1.7.3. E-mail Marketing





- 1.8. Personal Brand in the digital ecosystem
  - 1.8.1. Values
  - 1.8.2. Target
  - 1.8.3. Branding
- 1.9. Personal Brand II
  - 1.9.1. Advertising
  - 1.9.2. Image Rights
  - 1.9.3. Success Stories
- 1.10. Digital Revolution
  - 1.10.1. E-Sports
  - 1.10.2. Apps
  - 1.10.3. Digital ambassadors

“

*Succeed in standing out in the world of sports, thanks to theoretical and practical materials that will greatly enhance your profile in the Marketing and Advertising fields"*

# 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 approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology 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.*



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

### 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 case method is the most widely used learning system in 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.

## 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 train 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 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.

*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.*

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 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 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 situation. 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 Sports Marketing and Sponsorship guarantees students, in addition to the most rigorous and up-to-date scientific, access to a Postgraduate Certificate 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 Certificate in Sports Marketing and Sponsorship** 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 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 Sponsorship**

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  
development languages  
virtual classroom



**Postgraduate Certificate**  
Sports Marketing  
and Sponsorship

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Sports Marketing and Sponsorship

Endorsed by the NBA

