

Postgraduate Diploma

Marketing, Communication and Organization of Sports Events

Endorsed by the NBA





Postgraduate Diploma Marketing, Communication and Organization of Sports Events

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/sports-science/postgraduate-diploma/postgraduate-diploma-marketing-communication-organization-sports-events

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01

Introduction

Specialize in Marketing, Communication and Organization of Sports Events with this intensive program carefully designed by professionals with extensive experience in the sector. You will have the latest teaching resources and the most innovative and advanced knowledge in the field, in a program that stands out for the quality of its contents and its excellent teaching staff.



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The Postgraduate Diploma allows education in simulated environments, which provide immersive learning programmed to prepare for real situations”

Sport is a transversal discipline that in recent years has grown both nationally and internationally, becoming an economic sector with a great impact on the GDP. For this reason, specialized professionals are needed who have specific knowledge of the sports environment, its players, basic applicable regulations, as well as all the areas that have an impact on sports, such as finance, law, marketing, communication, events and new trends.

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, Communication and Organization of Sports Events, as well as the professional world of sports, resulting in the student being able to build knowledge in the most complete way.

The teaching team of this program has made a careful selection of each of the topics of this specialization to offer the student an opportunity to study as complete as possible and always linked to current events.

Thus, TECH has set out to create contents of the highest teaching and educational quality that will turn students into successful professionals, following the highest quality standards in teaching at an international level. Therefore, we offer you this Postgraduate Diploma with a rich content that will help you reach the elite in Marketing, Communication and Organization of Sports Events. As it is an online program, students will not be bound by fixed schedules or the need to move to another physical location, but rather, they can access the content at any time of the day, balancing their professional or personal life with their academic life.

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

Its most notable features are:

- ◆ The development of numerous case studies presented by specialists in Marketing, Communication and Organization of Sports Events
- ◆ 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



Immerse yourself in the study of this Postgraduate Diploma and improve your skills in Marketing, Communication and Organization of Sports Events"

“

This Postgraduate Diploma is the best investment you can make in the selection of a refresher program for two reasons: in addition to updating your knowledge as a personal trainer, you will obtain a qualification from TECH Global University”

Its teaching staff includes professionals belonging to the field of sports sciences, who bring to this program the experience of their work, as well as recognized specialists from leading companies 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 knowledge programmed to learn 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 professional will be assisted by an innovative interactive video system developed by renowned and experienced experts in Marketing, Communication and Organization of Sports Events.

This Postgraduate Diploma is a must for professionals who want to achieve success in the world of sports performance.

The most up-to-date academic program provided by outstanding teachers experienced in the world of sports and academia.



02 Objectives

The main objective of this program is the development of theoretical and practical learning, so that the Sports Science professional can master in a practical and rigorous way the novelties in Marketing, Communication and Organization of Sports Events.



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Our goal is to achieve academic excellence and help you achieve professional success. Don't hesitate any longer and join us”



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
- ◆ Prepare managers, leaders and future managers of sports entities
- ◆ Learn about the international 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



Sports requires trained professionals, and we give you the keys to position yourself among the professional elite"





Specific Objectives

Module 1. Strategic Planning in Sports Organizations

- ◆ Learn about strategy in sport
- ◆ Identify a follow-up path for the sports organization
- ◆ Structure and make strategic plans for the growth of sports organizations sports organizations

Module 2. Marketing and Communication in Sports

- ◆ Acquire knowledge about Sports Marketing and the creation and development of a Marketing Plan
- ◆ Recognize the main media to promote sports
- ◆ Create routes and establish communications with sports agents and media that promote sports

Module 3. Organization of Sports Events

- ◆ Understand the importance of communication in sports
- ◆ Know the steps and stages for the realization of a sport event
- ◆ Identify the correct planning of an event
- ◆ Research the most important events in the world of sports and analyze their execution

Module 4. Leadership and People Management in Sports

- ◆ Awaken interest in innovation and new trends in Sports Entities Management
- ◆ Enhance leadership skills within a sports organization and learn how to properly manage people in this sector

03

Course Management

Sport is a transversal discipline that in recent years has grown both nationally and internationally, becoming an economic sector with a great impact on the GDP.

The teaching team, experts in Sports Management, has a wide prestige in the profession and are professionals with years of teaching experience who have joined forces to help you give a boost to your profession. To this end, they have developed this Postgraduate Diploma with recent updates in the field that will allow you to specialize and increase your skills in this sector.





“

*Learn from the best professionals
and become a successful
professional yourself”*

International Guest Director

Brad Burlingame is an outstanding professional with an established career in the sports industry, where he has made a significant mark internationally. With more than 15 years of experience in corporate partnership management, he has proven to be an exceptional leader in generating revenue through innovative strategies and the creation of strategic alliances.

As such, he has served as Director of Partnership Sales at the Dallas Cowboys Football Club, one of the most prestigious sports organizations in the world. Here, during his career, he has led teams dedicated to exceeding financial goals, establishing the club as the undisputed leader in sponsorship revenue in the National Football League (NFL). In fact, his ability to take full advantage of intellectual property rights, the team's extensive television and radio network, as well as digital and social platforms, has been instrumental in maintaining the club's leading position in the marketplace.

He has also been Manager of Corporate Alliances at the Miami Heat basketball team, as well as Sales Manager at Palace Sports & Entertainment, accumulating extensive experience in the professional sports industry. In this sense, his ability to develop innovative ideas that drive sponsors' business, as well as his focus on leading results-oriented teams, have positioned him as a key figure in the global sports sales arena.



Dr. Burlingame, Brad

- Senior Director of Corporate Partnership Sales, Dallas Cowboys Football Club, Texas, United States
- Manager of Corporate Alliances at Miami Heat, Florida
- Sales Manager at Palace Sports & Entertainment, Michigan, Michigan
- Bachelor's degree in Marketing and Business from Eastern Michigan University

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

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 partner and president of the Sports Law Association of Madrid
- ◆ Coordinator of the international association WISLaw Women in Sports Law, in Spain
- ◆ Member and founding partner of the Spanish Association for Ethical Quality in Sport
- ◆ Degree in Law, specializing in the European Union, 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 (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

- ◆ Lawyer specializing in Sports Law at Club Inter Movistar Futsal
- ◆ Level II Basketball Coach at the FBPA
- ◆ Lawyer at Samsung Electronics Iberia
- ◆ Graduated in Law at the University of Oviedo
- ◆ Specialization in Sports Law at San Pablo CEU University- Madrid
- ◆ Master's Degree in Sports and Entertainment Markets and Industry at the ISDE
- ◆ Official Master's Degree in Sports Law at the INEFC
- ◆ Master's Degree in Access to the Legal Profession and Business Law from San Pablo CEU University - Madrid

Mr. Novo, Andrés

- ◆ Head of Institutional Marketing and Events at Grupo PRISA
- ◆ Event Production Manager at Innevento and Innevento Sports
- ◆ Field manager, logistics assistant, team service manager and head of ceremonies and protocol 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
- ◆ Degree in Law from the University of La Coruña, Spain
- ◆ Specialization in Labor and Sports Law

Ms. Esperidião Hasenclever, Mônica

- ◆ Chief Marketing Officer and 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
- ◆ Bachelor's Degree in Business Administration from Mackenzie Presbyterian University of Sao Paulo, Brazil
- ◆ Postgraduate degree in Sports Management from Anhembi Morumbi University in Sao Paulo, Brazil
- ◆ Master's Degree in Sports Marketing from the Escuela Universitaria Real Madrid of the European University

Ms. Pascual, Mónica

- ◆ CEO and Founder of Making Talent Happen
- ◆ Handling GSE Manager at Swissport Handling Madrid UTE
- ◆ R+D+i Manager and Project Manager at Inpropack
- ◆ Creator of the podcast "Imparables"
- ◆ Author of the blog "Mentalidad Imparable" in Diario AS
- ◆ Graduate 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 the Higher Institute of Law and Economics

04

Structure and Content

The structure of the contents has been designed by a team of professionals knowledgeable about the implications of the program in daily practice, aware of the relevance of the current relevance of quality specialization in Marketing, Communication and Organization of Sports Events; and committed to quality teaching through new educational technologies.



“

We have the most complete and up-to-date scientific program on the market. We want to provide you with the best qualification”

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. Sports Structure and Planning
- 1.5. Business Development and Stadium Operation
- 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 Sports Events
- 3.2. Origin and History of Sports Events
- 3.3. Management of Sports Events
- 3.4. Planning as a Success Factor
- 3.5. General Plan of the Sports Event
- 3.6. Forms of Income
- 3.7. Sponsorships
- 3.8. Communication
- 3.9. Sports Tourism and Local Promotion
- 3.10. Success Stories 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

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.



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

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

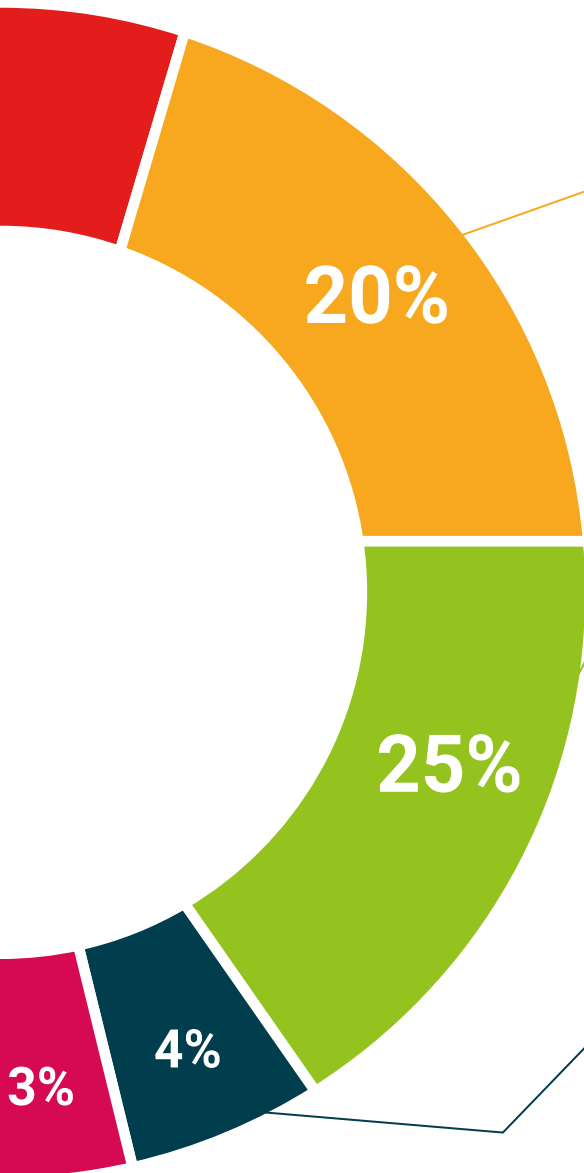
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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

The Postgraduate Diploma in Marketing, Communication and Organization of Sports Events guarantees, in addition to the most rigorous and up-to-date program, access to a Postgraduate Diploma issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Diploma in Marketing, Communication and Organization of Sports Events** 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.

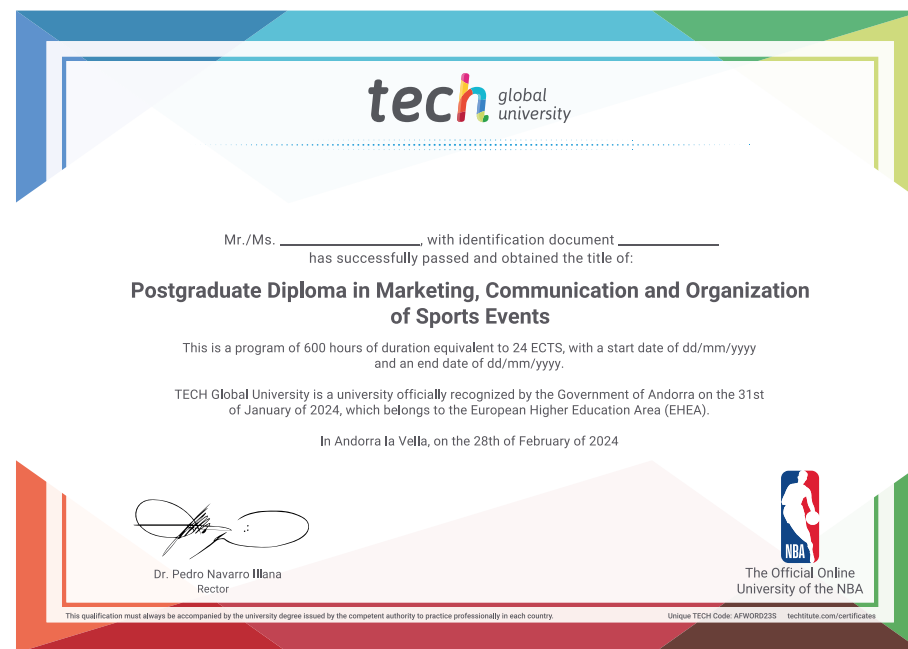
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**



*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.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom



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