

# Postgraduate Diploma

## Team Management, Sports Marketing and Sponsorship in Rugby

Endorsed by the NBA





## Postgraduate Diploma

### Team Management, Sports Marketing and Sponsorship in Rugby

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

Website: [www.techtute.com/us/sports-science/postgraduate-diploma/postgraduate-diploma-team-management-sports-marketing-sponsorship-rugby](http://www.techtute.com/us/sports-science/postgraduate-diploma/postgraduate-diploma-team-management-sports-marketing-sponsorship-rugby)

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# 01

# Introduction

Rugby is presented in several modalities that vary from each other both in their rules and characteristics. Moreover, Rugby VII is positioned as the fastest and most exciting way to play, while Rugby XV becomes more physical. But the survival of the teams can be compromised if they do not have enough Sponsors, so it is necessary to specialize in all these aspects. Through it, the student will go through the general rules of Rugby modalities, the basics of club management and how sponsorship has evolved over time. All this on the basis of a 100% online methodology and innovative contents designed by great former elite players.



“

*Get updated by TECH on the most effective leadership techniques in Rugby to optimize team management"*

A Rugby coach must have the ability to motivate the team, foster camaraderie and develop a sense of responsibility and commitment in each player. This can be achieved by creating a positive and supportive environment in which each athlete feels valued and supported. Likewise, team management in this sport also involves the development of a well-structured training plan that addresses all important areas of the game, including individual technique, collective strategy and physical fitness.

To master all the fundamentals of optimal team management, as well as Sports Marketing and Sponsorship, TECH offers the sports professional a program that is unique in the market. With it, you will delve into the relevance of Communication in Rugby clubs, as well as the individual, collective and Staff competencies required to lead a team. Likewise, the latest trends in Sports Marketing in this sport will be addressed, covering the basics of event organization and distribution channels or the importance of Email Marketing.

This Postgraduate Diploma is developed 100% online, providing the student with the ease of being able to study it comfortably, wherever and whenever he/she wants. For this purpose, all you need is a device with Internet access, which will take your sports career one step further. The outstanding teaching staff of the program will play a very significant role in this, as they have put their experience in professional rugby into the innovative academic content available to the student.

This **Postgraduate Diploma in Team Management, Sports Marketing and Sponsorship in Rugby** contains the most complete and up-to-date scientific program on the market.

The most important features include:

- The development of case studies presented by experts in Team Management, Sports Marketing and Rugby 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 assignments
- Content that is accessible from any fixed or portable device with an Internet connection



*Examines the most effective techniques for dealing with the emergence of conflict in Rugby through Negotiation"*

“

*Highlights the best Sports Marketing strategies through useful case studies or videos to monetize Rugby”*

The program’s teaching staff includes professionals from 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.

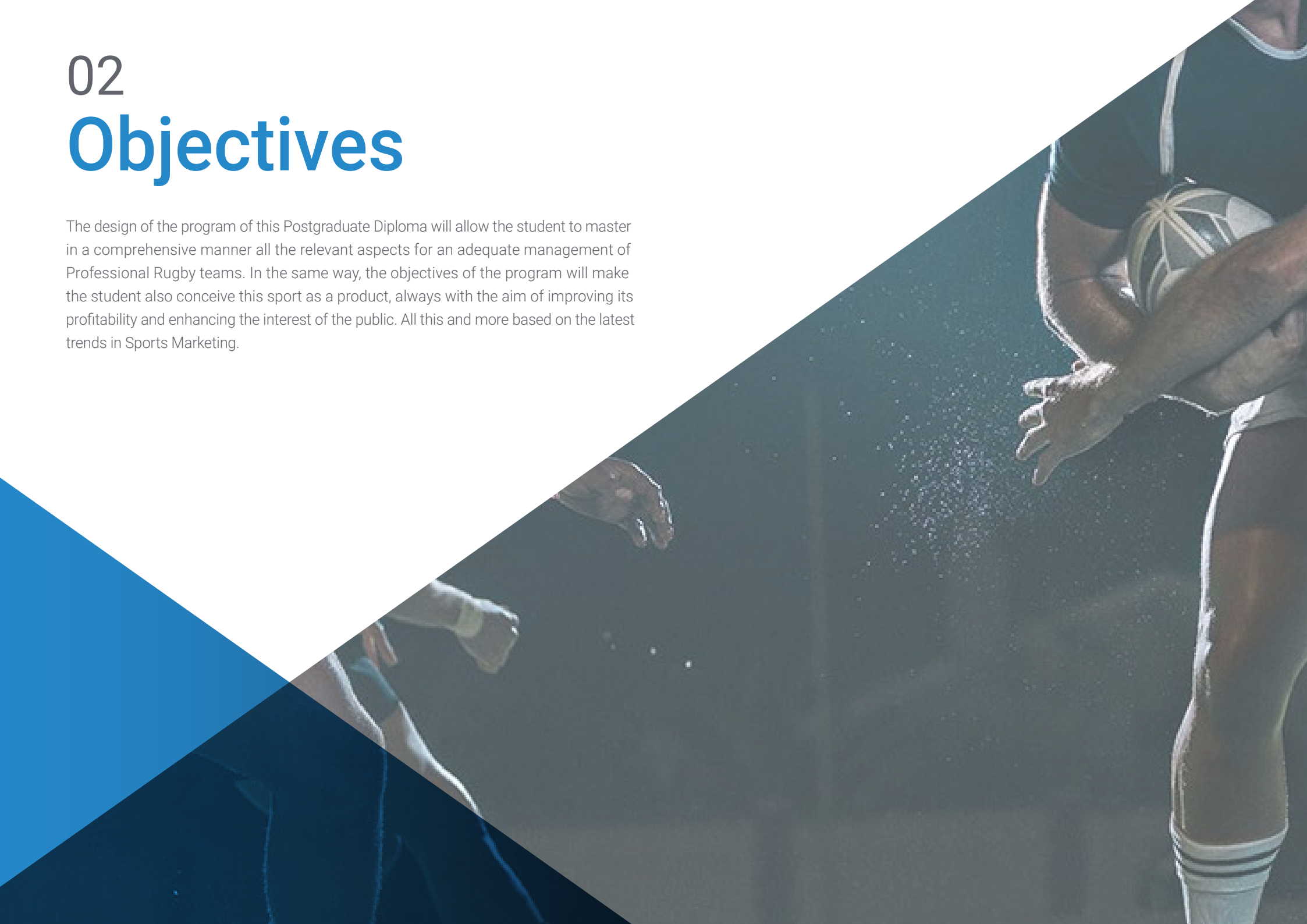
*Encourage active listening and participation in training sessions thanks to this professional program”*

*Leading the digital revolution in Rugby by mastering the figure of E-Sports or mobile Apps.*



# 02 Objectives

The design of the program of this Postgraduate Diploma will allow the student to master in a comprehensive manner all the relevant aspects for an adequate management of Professional Rugby teams. In the same way, the objectives of the program will make the student also conceive this sport as a product, always with the aim of improving its profitability and enhancing the interest of the public. All this and more based on the latest trends in Sports Marketing.







“

*Give your career the boost it needs by becoming an expert in Rugby team management and sponsorship”*



## General Objectives

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- ♦ Know in depth about Rugby XV and VII, as well as the rest of the modalities
- ♦ Know how to deepen, develop, and a physical and technical
- ♦ To acquire a specialization in nutrition oriented to Rugby, according to the modality and position of the player. and position of the player
- ♦ How to manage emotions and apply psychology to the sports field
- ♦ Learn to manage teams and players
- ♦ How to sell Rugby as a consumer product
- ♦ In-depth knowledge of the tools for the player to control his emotions in order to obtain maximum performance



*Achieve all your professional goals by getting the best out of your staff and team through Team Empowerment"*





## Specific Objectives

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### Module 1. Rugby Modalities

- ♦ In-depth knowledge of Rugby's origins
- ♦ Know how to detect the values of sport
- ♦ In-depth learning of the Modalities and General Regulations

### Module 2. Rugby team management

- ♦ Learning to manage teams
- ♦ Appreciate and learn leadership techniques
- ♦ Learning conflict management

### Module 3. Sports marketing and sponsorship

- ♦ Learning to see Rugby as a product
- ♦ Learn the different distribution channels
- ♦ Differentiate and identify the target audience

# 03

# Course Management

TECH's commitment to this program has reached extremely high levels thanks to the powerful teaching team it has assembled. In this sense, the student will successfully achieve the proposed objectives by drawing on the experience of former players who reached the pinnacle of Rugby by becoming Olympic Postgraduates and European champions in disciplines such as Rugby VII. As if that were not enough, they have established themselves as illustrious coaches working in leading international schools, so their professional background is unparalleled.



“

*Succeed with the help of professional rugby stars who have reached the top and who know the keys to team management and sports marketing”*

## Management



### Mr. Javier De Juan Roldán

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



### Ms. Marta Lliteras Ruiz

- ♦ Coach of the General Command of the Balearic Army, female 7's and male XV
- ♦ Co-founder of All&Go
- ♦ Coordinator of the Association for Women in the Professional Field
- ♦ International player of Rugby XV and 7's
- ♦ European Rugby Champion
- ♦ Olympic Diploma Rio de Janeiro
- ♦ Degree in Political Science, Master's Degree in Human Resources Management and Management
- ♦ Master's Degree in Team Management



# 04

## Structure and Content

Throughout an educational cycle with a duration of 150 hours, the student will obtain all the keys that will allow him/her to stand out in team management, Sports Marketing and the achievement of Sponsors. To do so, you will benefit from an academic experience in which you will assimilate all the concepts in an orderly manner through their reiteration in interactive diagrams, videos, case analysis or master classes. This methodology is known as Relearning and is shaking the foundations of traditional teaching formats.







“

*Benefit from an individualized educational itinerary with which you will internalize all the keys to Professional Rugby in only 450 hours"*

## Module 1. Rugby Modalities

- 1.1. Rugby
  - 1.1.1. Rugby
  - 1.1.2. Origins
  - 1.1.3. World Rugby
- 1.2. Rugby XV
  - 1.2.1. Beginners
  - 1.2.2. Rugby XV
  - 1.2.3. Rugby XV in Spain
- 1.3. Rugby VII and Rugby XIII
  - 1.3.1. Beginners
  - 1.3.2. Rugby VII
- 1.4. Other varieties of Rugby
  - 1.4.1. Inclusive and prison rugby
  - 1.4.2. Rugby tag and Touch
  - 1.4.3. Other varieties
- 1.5. General regulations
  - 1.5.1. Introduction
  - 1.5.2. Principles of the game
  - 1.5.3. Regulations
- 1.6. Anti-Doping
  - 1.6.1. Keep Rugby Clean
  - 1.6.2. Nutrition and supplements
  - 1.6.3. Medication
- 1.7. Anti-gambling
  - 1.7.1. Antidoping Keep Rugby Onside
  - 1.7.2. Discipline
  - 1.7.3. Discipline
- 1.8. Values
  - 1.8.1. Why defend these values?
  - 1.8.2. Integrity
  - 1.8.3. Third Half

- 1.9. Figure of the referee
  - 1.9.1. Referee in Rugby
  - 1.9.2. Referee gestures
  - 1.9.3. Types of referees
- 1.10. Major championships
  - 1.10.1. Rugby XV
  - 1.10.2. Rugby VII
  - 1.10.3. Rugby XIII

## Module 2. Rugby team management

- 2.1. Rugby Teams
  - 2.1.1. Group
  - 2.1.2. Equipment
  - 2.1.3. Tribe
- 2.2. Communication
  - 2.2.1. Same language
  - 2.2.2. Needs and demands
  - 2.2.3. Silences
- 2.3. Manage the sports team
  - 2.3.1. Mission
  - 2.3.2. Objectives
  - 2.3.3. Strategy
- 2.4. Leading the team
  - 2.4.1. Individual competencies
  - 2.4.2. Staff competencies
  - 2.4.3. Collective competencies
- 2.5. Team Empowerment
  - 2.5.1. Getting the best out of your staff
  - 2.5.2. Getting the best out of your team
  - 2.5.3. Getting the best out of employees

- 2.6. Leadership
  - 2.6.1. Active Listening
  - 2.6.2. Type of leadership
  - 2.6.3. Advantages and Disadvantages
- 2.7. Management Styles
  - 2.7.1. Synergies
  - 2.7.2. Addressing diversity
  - 2.7.3. Sense of belonging
- 2.8. Keys
  - 2.8.1. Participation
  - 2.8.2. Assessment
  - 2.8.3. Most suitable role
- 2.9. Negotiation and Conflict Resolution
  - 2.9.1. Recognition and detection
  - 2.9.2. Map of the conflict
  - 2.9.3. Assertiveness and empathy
- 2.10. Protocols
  - 2.10.1. Creation
  - 2.10.2. Implementation
  - 2.10.3. Review

### Module 3. Sports marketing and sponsorship

- 3.1. Sports Marketing
  - 3.1.1. Marketing
  - 3.1.2. Differences between a company and a sports entity
  - 3.1.3. Trends in Sports Marketing
- 3.2. Sponsorship
  - 3.2.1. Mission and value
  - 3.2.2. Differentiation
  - 3.2.3. Strategy

- 3.3. Sponsorship II
  - 3.3.1. Activation
  - 3.3.2. Measurement
  - 3.3.3. Monitoring
- 3.4. Patronage
  - 3.4.1. Definition
  - 3.4.2. Differences
  - 3.4.3. Advantages and Disadvantages
- 3.5. Sponsorship
  - 3.5.1. Definition
  - 3.5.2. Evolution and versions
  - 3.5.3. Advantages and Disadvantages
- 3.6. Organization of Events
  - 3.6.1. Audience segmentation
  - 3.6.2. Contents
  - 3.6.3. Recruitment and loyalty
- 3.7. Distribution Channels
  - 3.7.1. Digital Presence
  - 3.7.2. Activations
  - 3.7.3. E-mail Marketing
- 3.8. Personal Branding in the digital ecosystem
  - 3.8.1. Values
  - 3.8.2. Target
  - 3.8.3. Branding
- 3.9. Personal Branding II
  - 3.9.1. Advertising
  - 3.9.2. Image Rights
  - 3.9.3. Success Stories
- 3.10. Digital revolution
  - 3.10.1. E-Sports
  - 3.10.2. Apps
  - 3.10.3. Digital ambassadors

# 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 eam Management, Sports Marketing and Sponsorship in Rugby guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Team Management, Sports Marketing and Sponsorship in Rugby** contains the most complete and up-to-date scientific 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 diploma 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 Team Management, Sports Marketing and Sponsorship in Rugby**

Official No. of Hours: **450 h.**

**Endorsed by the NBA**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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Team Management, Sports  
Marketing and Sponsorship  
in Rugby

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