



**BARÇA
INNOVATION HUB**
Universitas

COURSE

COMMUNICATION ISSUES IN SPORTS ORGANIZATIONS

100% ONLINE • 1 MONTH

Learn from the best
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AIMED AT

- Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services).
- Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge.
- Professionals in general, interested in this subject.

LEARN TO

- Craft communication plans to achieve organizational goals, particularly when the organization does not employ dedicated communication staff.

Sean D. Williams

EXPERT INSTRUCTOR



Ph.D., professor and member of Clemson University's Spiro Institute for Entrepreneurial Leadership.

Jimmy Sanderson

EXPERT INSTRUCTOR



Assistant Professor in the Department of Kinesiology and Sport Management at Texas Tech University. He actively researches the influence of social media on sport and consults with sport organizations on social media management.



- **DELIVERY MODE ONLINE**
- **DURATION 1 MONTH**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH, SPANISH, PORTUGUESE**



SYLLABUS

MODULE 1: Describe the role of communication in sports organizations

Unit 1: The role of communications in sports organizations

Unit 2: Challenges unique to sports organizations

MODULE 2: The history of media in sports communication and collaborating with journalists

Unit 1: How media outlets differ

Unit 2: Building relationships with the media

MODULE 3: Constructing messages for traditional and digital media

Unit 1: Understanding different channels and media types

Unit 2: Effective uses of social media in sports organizations

MODULE 4: Create a communication strategy to maximize impact

Unit 1: The importance of a written communication strategy

EXPERIENCE

All your learning experience will take place in an online platform where you will find all the resources you need to study:

LECTURES

which address the main topics.

VIDEOS

that deepen some subjects of the readings.

ACTIVITIES

to apply the content addressed in each module.

RUBRICS

that will evaluate you in each module.

ONLINE EXPERT

In every course, you will have the support and virtual follow-up of a subject-matter expert. This online expert will perform interventions throughout the different modules to ensure your learning, as well as the interaction with the rest of your peers.

In addition, he will be available in the forum and by internal messaging so that you can appeal to him as many times as you need.

FORUMS

where you can interact with your colleagues.

SELF-ASSESSMENTS

which will help you measure your learning progress.



BENEFITS

- **World-class content, designed by experts and sports-industry oriented for an immediate impact.**
- **Round-the-clock access to study material, wherever you want and from any device.**
- **Custom feedback for every individual and teamwork activity.**
- **Spaces of discussion and interaction with industry professionals from all over the world.**
- **Certificate of participation, issued by Barça Innovation Hub - Universitas.**



BARÇA INNOVATION HUB

**CREATING A NEW GENERATION OF
SPORTS PROFESSIONALS**