



BARÇA
INNOVATION HUB
Universitas

COURSE

SPORT MARKETING PILLARS

100% ONLINE • 1 MONTH

Learn from the best
Enjoy a unique educational experience
Become part of a global network

barcainnovationhub.com



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.

James Condo

EXPERT INSTRUCTOR



Assistant Athletic Director,
Development / Sr. Development Officer
@ FIU Athletics / FIU Foundation.

LEARN TO

- Incorporate marketing as a discipline within the management of sports activities.



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



SYLLABUS

MODULE 1: Introduction to Sports Marketing

- 1.1. History and initial concepts of marketing
- 1.2. Sport business industry
- 1.3. Segments of the sport industry
- 1.4. Factors affecting the growth of sport industry
- 1.5. Evolution of sport marketing

MODULE 2: Sports Marketing Methods and Tools

- 2.1. Guidelines of marketing
- 2.2. External factors
- 2.3. Internal factors

MODULE 3: Creating a Sports Marketing Plan

- 3.1. Marketing mix: the 4 P's
- 3.2. Marketing mix: evolution
- 3.3. Writing the marketing plan
- 3.4. Cincinnati Reds - Sample marketing plan

MODULE 4: Integration

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 - Universitat.**



BARÇA INNOVATION HUB

**CREATING A NEW GENERATION OF
SPORTS PROFESSIONALS**