



BARÇA
INNOVATION HUB
Universitas

SPORTS TICKETING

PROGRAM / 100% online / 2 months

**LEARN FROM THE BEST | ENJOY A UNIQUE EDUCATIONAL EXPERIENCE |
BECOME PART OF A GLOBAL NETWORK**

Sports Ticketing is a program designed to manage the income and operations management of the venues of a sports club, especially in the football industry.

The program is aimed at those professionals in the football industry who are seeking to start or improve their commercial career within the football industry. At the end of the 2 courses, participants will be able to influence and lead change in terms of income and digital transformation in the context of the exploitation of venues in the football industry.

The curriculum has as an objective to encompass the following milestones:

- **Introduction to the business of facilities in the field of football**
- **Management of football clubs stadiums and operations**
- **Data analysis in football**
- **Fan Engagement (Business To Fan - B2F)**
- **Digital marketing strategies and monetisation in football**
- **Final project**

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Digital Project Manager in FC
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- **DELIVERY MODE ONLINE**
- **DURATION 2 MONTHS**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH AND SPANISH**

OBJECTIVES

Influence and lead change in terms of income and digital transformation in the context of the exploitation of venues in the football industry.

AIMED AT

- Product managers, marketers, middle managers and executives related to the management of stadiums (sports venues) and their operation, who want to maximise their income and improve logistics processes using their facilities and the assets that surround them.

LEARN TO

- Manage facilities and commercial strategy to exploit them, as well as the logistics coordination and operations (after-sales and customer service) in the sports facilities.
- Manage all the commercial and marketing tactics of the B2C and B2B sales channels, within all the digital transformation in which the sports industry is involved.

COURSES

COURSE: EXPLOITATION OF SPORTS FACILITIES

MODULE 1: Sport spaces in the digital era

Unit 1: Introduction to facilities management (sports context).

Unit 2: Organization chart and objectives of a sports facilities exploitation department.

MODULE 2: Sales strategy with digital transformation

Unit 1: B2C and B2B sales channels.

Unit 2: Types of products (football, museum, events and catering, premium product).

MODULE 3: Facilities management, in the focus of digitization

Unit 1: Pre-game, game-day, post-game logistics.

Unit 2: Operation of rooms and management of non-sporting events.

MODULE 4: Customer Services

Unit 1: Customer Experience.

Unit 2: Call centre service and the irruption of chatbots."

COURSE: SALES CHANNELS IN THE DIGITAL ERA

MODULE 1: Direct and indirect sales digitization

Unit 1: Sale to members, the general public and other groups.

Unit 2: Digitization of agencies and tour operators.

MODULE 2: Marketing strategy

Unit 1: Acquisition channels.

Unidad2: Big data and dashboards.

MODULE 3: Digital business in sports

Unit 1: The digital industry in sports.

Unit 2: Fan – Consumer.

MODULE 4: New digital trends

Unit 1: Smart Stadiums.

Unit 2: E-Sports."

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 for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.



BARÇA INNOVATION HUB

**CREATING A NEW GENERATION OF
SPORTS PROFESSIONALS**