



BARÇA
INNOVATION HUB
Universitas

PROFESSIONAL DIPLOMA

SPORTS COMMUNICATION AND FAN ENGAGEMENT

100% ONLINE

8 MONTHS

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

INFORMATION

LEARN TO:

Master central aspects of an external communication strategy.

Improve the public relations function in sports organizations, identify potential public relations threats and identify appropriate crisis response strategies to be executed via traditional and social media to rectify these issues.

Create a digital marketing plan.

Build a brand online.

Create a communications and content plan.

Develop a detailed understanding of Fan Engagement: its definition, history, principles, practices & rationale.

Understand the nature of fans and fandom so as to put fans at the centre of club, league and / or national association activity.

Create a Fan Engagement strategy & to design the optimum fan experience including all relevant 'touch points' and for all key fan segments.

Create a culture of engagement at an association, league or club (Fan Engagement Leadership).



DELIVERY MODE ONLINE

DURATION 8 MONTHS

ACADEMIC DEGREE EXECUTIVE EDUCATION

DELIVERED IN ENGLISH AND SPANISH

PROFESSORS



Jimmy Sanderson

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.



Sean D. Williams

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



Geoff Wilson

Sports strategist focusing on sports organizations and various businesses involved in sports around the world. He's currently working in strategic, marketing and communications consultancy roles for clients like UEFA, AFC, FIFA, FIBA and the Ulster Grand Prix.



Mark Bradley

UEFA Mentor. Director of The Fan Experience Company.

PROGRAM

1. Communication Issues in Sports Organizations

MODULE 1: Describe the Role of Communication in Sports Organizations

Unit 1: The Role of Communication 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

2. Public Relations in Sports Organizations

MODULE 1: The Foundation of Sports Public Relations

Unit 1: Sports Public Relations Fundamentals

Unit 2: Sports Public Relations and Messaging

MODULE 2: The Changing Landscape of Sports Public Relations: From a Sports-Information Model to an Active Communication Model

Unit 1: Becoming Your Own PR Agency

Unit 2: Managing Sports Public Relations

MODULE 3: Sports Public Relations and Crisis Communication

Unit 1: Understanding Crisis Communication

Unit 2: Crisis Response Strategies

MODULE 4: Sports Public Relations and Social and Digital Media

Unit 1: Practicing Sports Public Relations with Social Media

3. Online Strategy, Branding and Communications

MODULE 1: Trends, research and digital audit.

Unit 1: Trends

Unit 2: Research and digital audit

MODULE 2: Digital marketing strategy and online branding

Unit 1: Digital marketing strategy

Unit 2: Online branding.

MODULE 3: Communications

- Introduction to communications module

- Getting your message across

- Online PR: the basics

- Club Communications channels to market – Web and SEO, email, apps, social media, online advertising

- Writing an effective press release

- How to take a photo

MODULE 4: Content plan and crisis management

Unit 1: Content plan

Unit 2: Crisis management

PROGRAM

4. Revenue Generation and Fan Engagement

MODULE 1: Data and resource

Unit 1: Data and SVC

Unit 2: Resource

MODULE 2: Sources of digital revenue

Unit 1: Sources of digital revenue

Unit 2: Specific focus on ticketing, merchandising and OTT

MODULE 3: Fan engagement and eSports

Unit 1: Fan engagement

Unit 2: eSports

MODULE 4: Fantasy gaming and Growing Attendance Model (GAM)

Unit 1: Fantasy gaming

Unit 2: Growing attendance model

5. Why Fan Engagement? Definition, Principles & Rationale

MODULE 1: The Origins of Fan Engagement

MODULE 2: Defining the Fan

MODULE 3: The Rationale for Fan Engagement

MODULE 4: Building a Fan Engagement Strategy

6. Delivering Fan Engagement

MODULE 1: Club Identity: 'Same song, different lyrics?'

MODULE 2: Understanding & Engaging with your Fan Base

MODULE 3: Delivering Value in the Fan Experience

MODULE 4: People & Culture

7. What Is a Fan? Understanding the Nature of Fandom

MODULE 1: Fan v Customer: A love based on friction, emotion and irrationality

MODULE 2: Understanding Fan Behaviour

MODULE 3: Fan Consultation & Structured Dialogue

MODULE 4: Growing Engagement (Data and Measures)

8. Leadership: Creating & Sustaining a Culture of Engagement

MODULE 1: An introduction to Fan Engagement Leadership

MODULE 2: A Model for Engagement

MODULE 3: Community Engagement

MODULE 4: Embedding Fan Engagement

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.



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CREATING A NEW GENERATION OF SPORTS PROFESSIONALS

