



**BARÇA**  
**INNOVATION HUB**  
Universitas

**PROFESSIONAL DIPLOMA**

**DIGITAL MARKETING,  
SPONSORSHIP AND  
COMMUNICATION IN SPORTS**

**100% ONLINE**

**8 MONTHS**

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

# INFORMATION

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## LEARN TO:

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

Analyze, create and manage sports products and services.

Identify and attract brands that invest in the sports market.

Take advantage of opportunities to create public events with sports sponsors.

Create a successful 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.



**DELIVERY MODE ONLINE**

**DURATION 8 MONTHS**

**ACADEMIC DEGREE EXECUTIVE EDUCATION**

**DELIVERED IN ENGLISH AND SPANISH**

# PROFESSORS

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## **James Condo**

Principal, ETERNO Consulting. Adjunct professor, Florida Atlantic University.



## **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.

# PROGRAM

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## 1. Sport Marketing Pillars

### MODULE 1: Introduction to Sports Marketing

Unit 1: Introduction to Sports Marketing actors affecting the growth of sport industry

### MODULE 2: Sports Marketing Methods and Tools

Unit 1: Sports Marketing Methods and Tools

### MODULE 3: Creating a Sports Marketing Plan

Unit 1: Creating a Sports Marketing Plan

### MODULE 4: Integration

## 2. Sports Products and Services Management

### MODULE 1: Products and services management

Unit 1: Products and services management

### MODULE 2: Product and services plan execution

Unit 1: Product and services plan execution

### MODULE 3: Product development strategy

Unit 1: Product development strategy

### MODULE 4: Integration

## 3. Sports Sponsorship

### MODULE 1: Sport Brand Management

Unit 1: Introduction to Sports Marketing

### MODULE 2: Prospecting for Potential Sponsorships

Unit 1: Sport Marketing Methods and Tools

### MODULE 3: Preparation and Closing of a Sponsorship Sale

Unit 1: Creating the Sport Marketing Plan

### MODULE 4: Integration

## 4. Sports Sponsorship Activation

### MODULE 1: Phases of Sponsorship Activation

Unit 1: Sponsorship activation

### MODULE 2: Sponsorship Activation Types and Maximization

Unit 1: Activation types

### MODULE 3: Key Sponsorship Indicators

Unit 1: Key Sponsorship Indicators

### MODULE 4: Integration

# PROGRAM

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## 5. 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

## 6. 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

# PROGRAM

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## 7. 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

## 8. 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

# EXPERIENCE

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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

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**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

