



ONLINE 2014-15

POSTGRADUATE
DIPLOMA IN
SPORTS
MARKETING

TURN YOUR PASSION FOR SPORT INTO YOUR PROFESSION



RAÚL CIPRÉS
**Academic Directorate Master in
Sports Marketing and Sponsorship**

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Nobody can ignore the fact that we are in the ‘age of marketing and communication’ and that every day thousands of unique, specialized and highly differentiated Apps appear. This same specialization and rigor should be applied to education designed for future managers of Sport Marketing and Sponsorship. This innovative program will doubtlessly offer a ‘first mover advantage’ to all of the current and future professionals that make up the sport industry; athletes, brands, agencies and media.

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GENERAL INFORMATION

Academic Degree

Postgraduate Diploma in Sports Marketing from the Johan Cruyff Institute.

Duration

27 ECTS (weekly commitment of 10-12 hours).

Start Dates

- October 2014
- March 2015

Modality

Online.
Also available on campus (Barcelona in spanish) and blended (partially on campus and online).

Language

English and Spanish.

Tuition Fee

€ 4,400.-

Payment Methods

Payment by installments available.

Conditions

Discounts for alumni and members of related entities.

Registration

Open registration until the start of the Postgraduate program. Limited seats available.

Admission Requirements

- Have a Bachelor's degree, diploma or equivalent.
- Have at least 3 years of experience in the field of marketing and/or sponsorship.
- Have developed a career as a professional athlete.

More Information

campus@cruyffinstitute.org

INTRODUCTION

The main objective of the Postgraduate Diploma in Sports Marketing is to prepare you to be a sports marketing professional and train you in the proper use of marketing management tools, sports operations and financial management applied to sport.



The Johan Cruyff Institute has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET).



The Johan Cruyff Institute is member of the North American Society for Sport Management (NASSM).

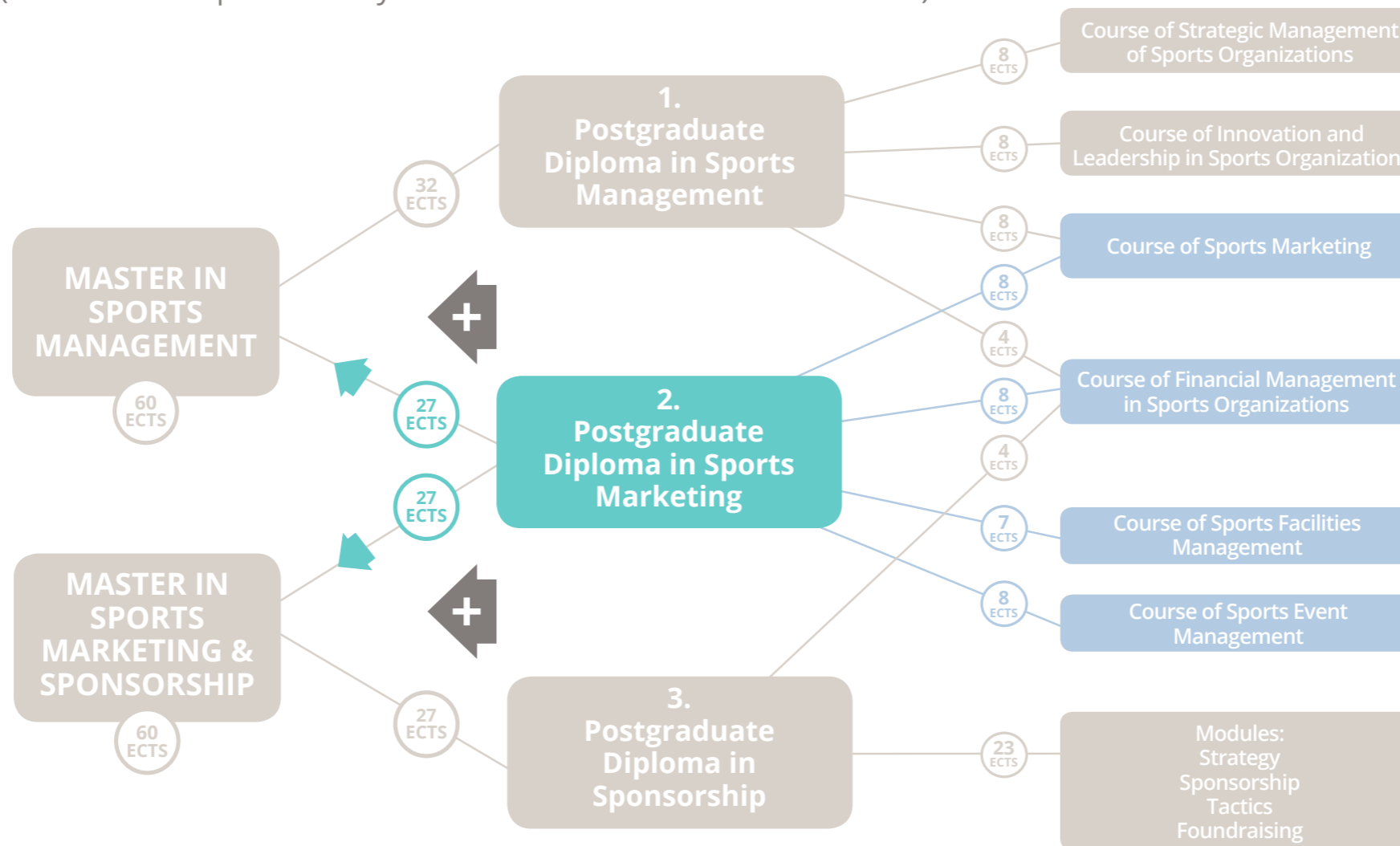


The Johan Cruyff Institute is member of the European Association for Sport Management (EASM).

PASSION FOR SPORT

ACADEMIC ITINERARY

You have the option of taking 4 separate modules in short, specialized courses (in any modality). This way, you can earn credits to obtain this Postgraduate Diploma. You can obtain the Master of Sports Marketing & Sponsorship taking this program with the Postgraduate Diploma in Sponsorship, by doing one optional module and doing the Master's Final Project (in a maximum period of 3 years from the start of the first module). You can also obtain the Master of Sports Management taking this program with the Postgraduate Diploma in Sports Management, by doing two optional module and doing the Master's Final Project (in a maximum period of 3 years from the start of the first module).



$$\text{Postgraduate 1 (32ECTS)} + \text{Postgraduate 2 (14ECTS)} + \text{Business Plan (6ECTS)} + \text{Elective Modules (8ECTS)} = \text{Master}$$

$$\text{Postgraduate 2 (27ECTS)} + \text{Postgraduate 3 (23ECTS)} + \text{Business Plan (6ECTS)} + \text{Elective Module (4ECTS)} = \text{Master}$$

PASSION FOR SPORT

This Postgraduate program is for you if:

- You are an (ex-) athlete looking for training and certification in sports marketing to give your career another direction.
- You are working in a business and/or sports environment, and want to specialize in sports marketing.
- You want to further your education with a specialized postgraduate program in sports marketing.

LEARNING OUTCOMES

- Understand, analyze and implement marketing strategies, development strategies, launching and positioning of new products.
- Make decisions in relation to the components of product, price, distribution and communication.
- Understand the qualitative and quantitative analysis and diagnostics tools for sport market research.
- Understand, analyze and assess the role of digital communities and social media in sports organizations.
- Interpret financial statements of a sports organization.
- Optimize the management of a facility and sporting event

BENEFITS

- Learning 3.0: flexible schedules, different learning and technological environments.
- World-class faculty: interaction with expert professors and professionals from the industry.
- Collaborative tools, group work, communication and debate.
- Sports industry oriented: approaches training from the business sector to the sports industry.
- Learning based on experience: designed to improve professionalism.

PROFESSIONAL OPPORTUNITIES

- Sports Marketing and sponsorship (private and public companies).
- Advertising and brand development / branding (advertising agencies and media agencies).
- Sports competition (professional sports clubs and event organizers).
- Leadership and management (federations, sports associations, NGOs and foundations).
- Sports consulting (private business initiatives).
- Sports journalism (media agencies and mass media).

PROGRAM

MODULE 01 SPORT MARKETING

01
8ECTS

- Marketing vs. Sports Marketing
- Principles of Marketing
- Market research in sport
- Consumer Behavior
- Sports Marketing strategies and plans
- International Sports Marketing
- Brand development
- Advertising and communication in sports
- The future of sport

ECONOMIC AND FINANCIAL MANAGEMENT IN SPORTS ORGANIZATIONS

MODULE
02
4ECTS

- Interpretation of financial reports
- Analysis of financial statements
- Pricing strategy and sales
- Indebtedness, performance and profitability
- Financial Strategy
- Stocks, Outsourcing & Risk Management

MODULE 03 SPORTS OPERATIONS MANAGEMENT

03
15ECTS

• Sports Operations Management - 8 ECTS

- Event Organization
- Event Assessment
- Economic balance of an event

• Facilities Management - 7 ECTS

- Facilities management
- Financial budget of a facility
- Facility assessment
- The tender procedure
- Risk Management
- Volunteer Management



Johan Cruyff
Founder



In business as in sports, the best impact is to arouse emotions. We must change the mindset, creating new moves and show that you are different. You have to do things that people want to see, share and improve. We must promote a change of attitude in the relationship between brand and consumer.



JOHAN CRUYFF INSTITUTE

- Best Practices**
Best Practices in Sports Marketing & Sponsorship and Study Trip (both optional).
- Virtual Campus**
Exclusive access to the interactive learning platform.
- Internships/ Jobs**
Opportunity to access the world of sports and live the reality of a sports organization.
- Participants**
75% Male, 25% Female
88% FOREIGN STUDENTS (Europe, USA, Asia & Latin America)
- Alumni and Networking**
Opportunity to connect and collaborate with other students, alumni, faculty and members of the global network.
- Learning Model**
Connective and constructive learning which places students at the center of the learning process.
- AVERAGE AGE**
35
- 41%** Industry Professionals
6% Professional athletes
82% With a university degree

Virtual Campus

Online study is carried out in an Open Campus environment through our virtual learning platform based on multi-tasking and learning by doing, using exercises, case studies and cross-cutting projects. The virtual campus offers a learning environment rich in tools that encourage study and the use of the online library, case studies, chats, links, self-assessment exercises, a video library, master classes, etc. It allows you to monitor your academic progress from anywhere in the world, 24 hours a day.

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