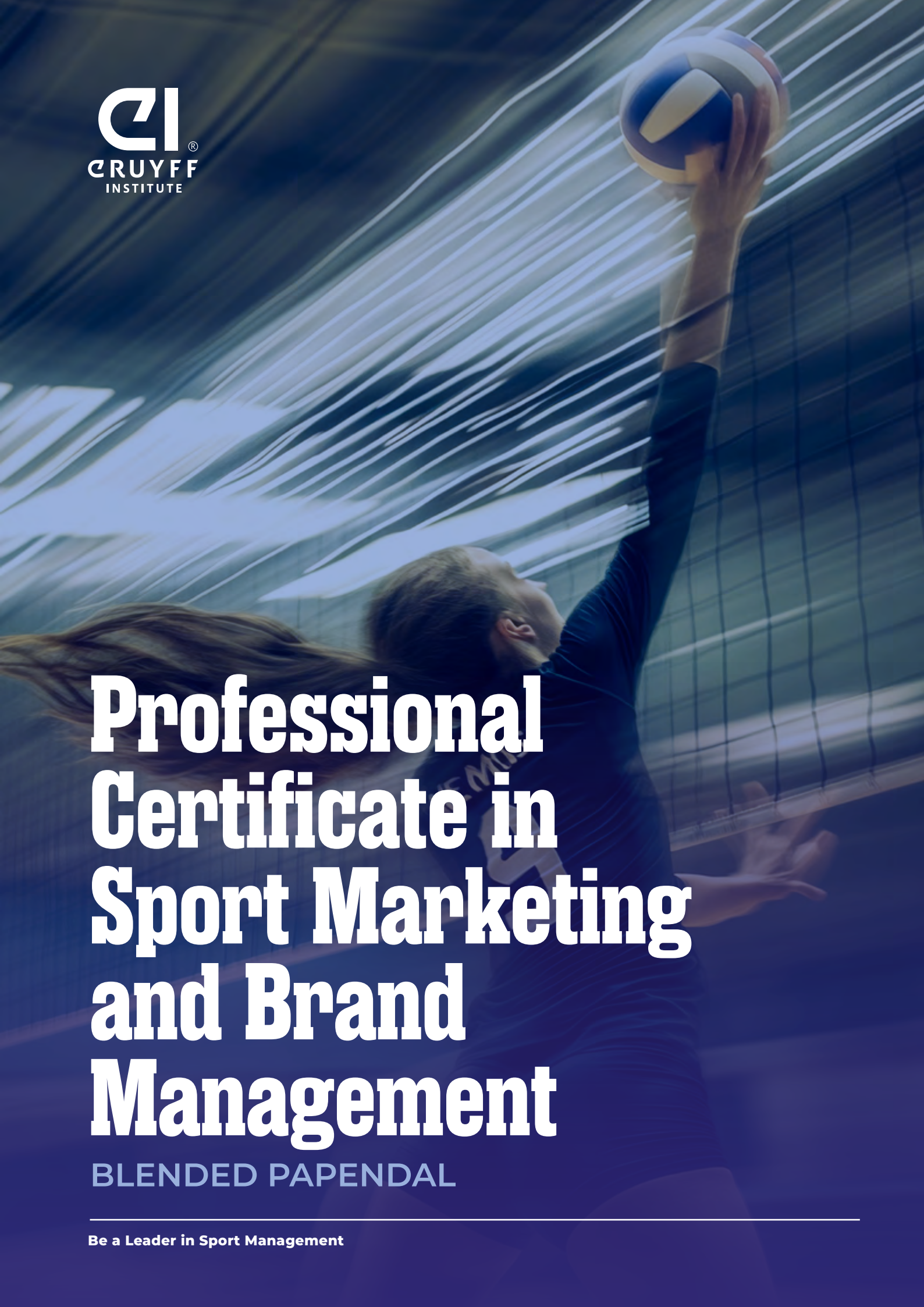




Professional Certificate in Sport Marketing and Brand Management

BLENDÉD PAPENDAL



5 months

Blended

3 online courses (weekly dedication of 10 hours approximately).
Kick-off on September 3, 2026 at the Cruyff Education Hub in Heerenveen. It is also possible to attend the kick-off online.

At Papendal: a one-day workshop session on 21 January 2027.

Start September 3, 2026

End January 21, 2027

Place

Cruyff Education Hub
Papendal, Sport- en
Onderwijsgebouw, ruimte
1.03, Papendallaan 51,
6816 VD Arnhem

Language

Online courses in English
and on campus sessions
in Dutch

Qualification

Professional Certificate in
Sport Marketing and Brand
Management

Price

Amount: € 2,107.44.
VAT (21%): €442.56
Total: € 2,550.00 for the
2026–2027 academic year.

Payment methods

One time payment or
in two installments (on
request)

Special conditions

Discount for alumni and
members of partner
entities

Enrollment

Registration open until the
start of the program

PROFESSIONAL CERTIFICATE IN SPORT MARKETING AND BRAND MANAGEMENT (BLENDED)



“This program is designed for forward-thinking leaders who aim to architect high-impact fan ecosystems, build emotionally resonant brands and position sports organizations as scalable platforms for connection, innovation, and sustainable growth”.

LUKAS DORDA
Associate Academic
Director

A strategic program for athletes and sport professionals who want to shape the commercial future of sport organizations.

The Professional Certificate in Sport Marketing and Brand Management is designed for ambitious athletes and sport professionals who want to accelerate their transition into commercial, marketing and leadership roles within modern sport organizations.

Grounded in the philosophy of Johan Cruyff and built on strategic marketing principles, the program focuses on making and defending high-impact decisions at the intersection of fan engagement, brand equity value and commercial performance.

While particularly relevant for transitioning athletes, the program also brings together sport executives and functional specialists in marketing, finance and operations, creating a high-quality learning environment that reflects real-world decision dynamics in sport.

We offer a Cruyff-inspired, decision-driven sports business program that equips ambitious athletes and sports professionals to make and defend the commercial and brand decisions that shape modern sport organizations.



OBJECTIVES

9 GOALS TO HELP YOU EXCEL PROFESSIONALLY

The Professional Certificate in Sport Marketing and Brand Management provides participants with the knowledge and practical skills to understand fans, develop effective marketing strategies, and build strong sport brands.

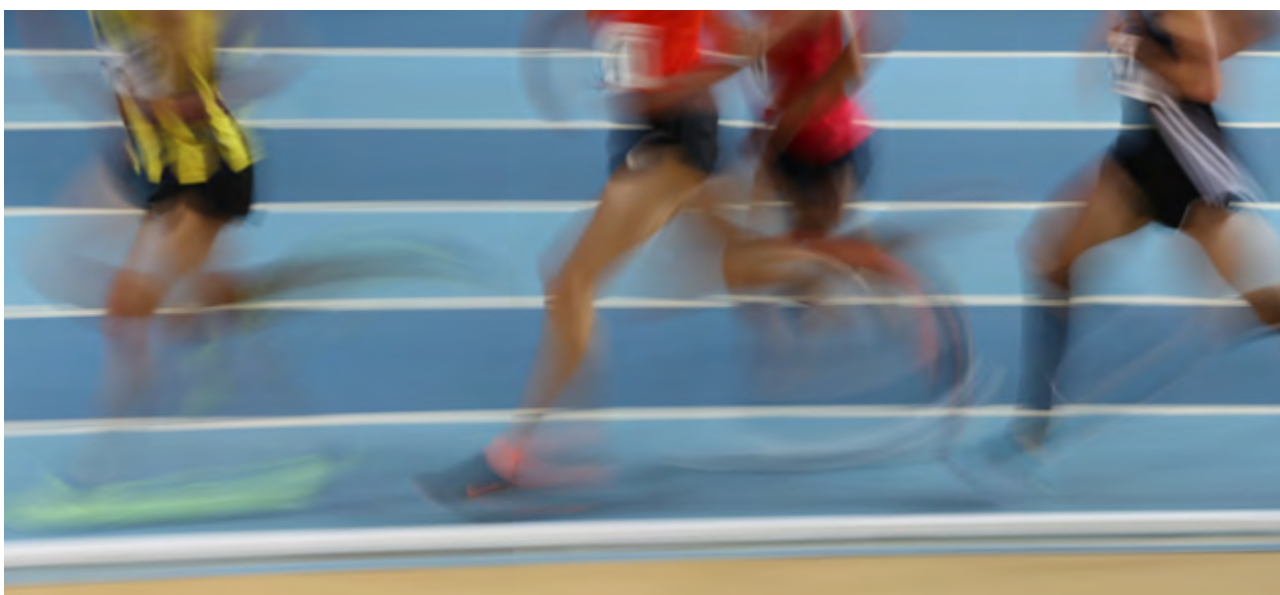
Through the different courses, participants will learn how to:

1. **Understand** fan behavior, audience needs, and engagement trends
2. **Design fan engagement strategies** that create meaningful connections with audiences
3. **Analyze sport markets**, consumers, and stakeholders
4. **Develop marketing strategies**, positioning, and communication plans for sport organizations
5. **Identify marketing opportunities** and apply the marketing mix in sport
6. **Understand the strategic importance** of branding in football and sport
7. **Create, activate, and manage sport brands** effectively
8. **Use branding and marketing tools** to measure performance and evaluate results
9. **Apply current industry trends** such as digitalization and internationalization in sport marketing and branding

The program combines strategic knowledge with practical application and reflects the realities of today's sport industry.

ADVANTAGES

- You can pursue education while you continue working, training, and competing.
- You can study from anywhere you want, and be always in direct contact with your teachers.
- You have flexible hours to progress at your own pace.
- You do some excellent networking.
- You learn from the direct experience of professionals in the sports sector.



PROGRAM STRUCTURE

KICK-OFF

SEPTEMBER 3, 2026

On-campus in Heerenveen or online
kick-off session (3 hours)

Introduction to the academic legacy of Johan Cruyff

Breaking the ice & building connections

Introduction to the program structure, expectations and learning journey

This session sets the tone of the program and introduces the Cruyff philosophy as a way of thinking about sport, leadership and decision-making.

ONLINE COURSES (IN ENGLISH)

SEPTEMBER 8 - OCTOBER 11, 2026

COURSE 1 Fan Engagement

Introduction to Fan Engagement

Key Concepts of Fan Engagement

Understanding the Fan

Fan Engagement Strategy

Best Practices in Fan Engagement

Current & Future Trends in Fan Engagement

OCTOBER 6 - DECEMBER 13, 2026

COURSE 2 Sport Marketing

Introduction to Sport Marketing

Sport Markets

Sport Consumers & Stakeholders

Research in Sport Marketing

Sport Services

Sport Marketing Opportunities

Marketing Strategy: Objectives & Segmentation

Marketing Strategy: Positioning & Value Proposition

Marketing Mix in Sport Organizations

Communication Plan

Marketing Plan

NOVEMBER 17 - DECEMBER 20, 2026

COURSE 3 Branding in Football

Transformation of the Sports Sector

- The strategic importance of branding
- Typology of sports brands
- Transformation, digitalization and internationalization
- The role of the sports brand

Brand Strategy

- Phases of brand creation
- Brand analysis and diagnosis
- Brand definition
- Brand creation and activation

Brand Management & Control

- Brand management tools
- KPIs and measurement systems

ON CAMPUS APPLIED INTENSIVE SESSION (IN DUTCH)

This intensive on-campus day focuses on the practical application of the concepts covered throughout the online courses. Rather than revisiting theory, participants will work on real-life challenges, discussions, and strategic decision-making within the Dutch sports context.

Through case studies, workshops, and group exercises, participants will translate academic frameworks into practical marketing, fan engagement, and brand management decisions.

Applied Intensive Session (January 21, 2027)

The session is built around contrasting real-life sport cases, illustrating different levels of brand maturity, business models, fan engagement strategies, and market approaches.

MAXIMUM FLEXIBILITY

The online courses are designed to offer maximum flexibility while maintaining academic quality and engagement.

- Access content anytime during the week
- Recommended dedication: 8–10 hours per week
- Learning resources include notes, podcasts, videos, articles and case studies
- Continuous tutor guidance with clear instructions on activities and deadlines

The program also includes live webinars led by professors and invited industry experts. Attendance is recommended, but all sessions are recorded and made available for later viewing.

TRANSFORMING SPORT THEORY INTO REAL-LIFE PRACTICE

After completing the program, participants will be able to:

- Diagnose brand and market situations in sport organizations
- Make explicit and coherent strategic choices
- Understand the consequences of those choices in execution, governance and financial performance
- Translate theory into real-life decision-making within sport organizations

The program acts as a strategic bridge between theory and practice, firmly grounded in the reality of sport organizations in the Netherlands.



LEARN FROM THE BEST PROFESSIONALS

The teaching team for this program combines experienced educators with active professionals from the sports sector, who are experts in their fields and connected to sports institutions and organizations.

The program also includes in-person sessions, company visits, and learning spaces led by top professionals, aimed at adding value, fostering real connections, and enriching your education from a practical, up-to-date perspective.

LUKAS DORDA

Lukas works as Associate Academic Director at Johan Cruyff Institute. He is a seasoned multilingual executive with over 15 years of international experience in the sports industry, bringing deep expertise in sports marketing, fan engagement, and sponsorship. He has led impactful collaborations with top-tier sports organizations, global brands, and governing bodies across Europe. He pursues a PhD in Sports Science where his research on fan engagement reflects a strong commitment to connecting academic insights with real-world practice and strengthening his expertise in the dynamic field of sports business.

EUGENIA KÁROLYI POPCEV

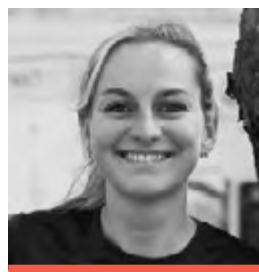
Eugenia is a multilingual sports broadcaster and content strategist specializing in global football coverage and brand storytelling. She has worked as a pitch reporter, commentator, and content editor across major international competitions, creating live and digital content that connects with global audiences. She holds a Master in Football Business in partnership with FC Barcelona at Johan Cruyff Institute, combining strategic expertise with hands-on media and brand experience.

JEROEN VAN IERSEL

Jeroen van Iersel is Head of Marketing & Communications at Circuit Zandvoort, a role he has held for the past five years, and a marketing and communications professional with broad expertise in partnerships, media, social media, product management, and project management. With over 10 years of experience as Marketing Manager at the Johan Cruyff ArenA, he has a strong track record in building commercially impactful venue and event brands.

WHO SHOULD JOIN & WHAT YOU WILL ACHIEVE

- Professionals in (sports) marketing, branding and/or commercial roles who want to give their career a boost.
- Managers and staff of sports clubs, federations, and competitions who want to develop a better understanding or a strategic approach to sports marketing and brand management.
- Consultants and employees in the business and entertainment sectors who wish to deepen their expertise or specialize in sports marketing and branding.
- (Elite) athletes and former athletes aspiring to take on a management role within the sports industry.
- Anyone with a passion for sport who wants to gain a structured and practical understanding of sports marketing and brand management.



“The Cruyff Education approach gave me the knowledge and tools to understand sports marketing, helping me grow as an athlete and a young professional in the sports sector. I trust this same approach will inspire the students I hope to meet in this new program”.

MELISSA WIJFJE

Former long-track speed skater
Cruyff Education Hub
Coordinator | Partnerships



Cruyff Education Hub Papendal

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6816 VD Arnhem

Meer informatie over dit programma

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[Johan Cruyff Institute](https://www.youtube.com/JohanCruyffInstitute)

www.johancruyffinstitute.com

Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).

PRME Principles for Responsible
Management Education



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