



**Master in
Sports
Business and
Marketing**

BLENDED BARCELONA



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9 months

60 ECTS
(54 + 6 Master Thesis)
Weekly dedication of
5-8 hours on campus +
5-8 hours online

Blended

The on-campus
classes will be held
on Fridays from 3:00
pm to 8:00 pm and
some Thursdays in the
evening.

Start date

September 2026

Barcelona

English

(Spanish edition
available)

Qualification

Master in Sports
Business and
Marketing, awarded by
Johan Cruyff Institute
and Universitat
Autònoma de
Barcelona

"I feel very driven by the chance to keep growing within the sports industry. I especially like the Master's because of its hands-on focus and how easy it is to combine work with my studies."



LAURA D'ANGELO
Operations Manager
Iberia Sports
Alumna,
Academic Year 2023-24

MASTER IN SPORTS BUSINESS AND MARKETING



“This master’s degree is designed for professionals in the sports sector - or those aspiring to enter it - who already hold an undergraduate degree and are seeking a programme with a practical and specialised focus on the field of sports, with particular emphasis on sports marketing. The programme offers flexibility — especially relevant for working professionals — and combines on-campus sessions with autonomous online work, guided by professors and teaching staff from the UAB and Johan Cruyff Institute.”

RICARD ESPARZA
 Director of UAB-Johan Cruyff
 Institute Programmes

The global sports industry is a major economic sector, representing a significant share of the world’s economy and standing out as one of the fastest-growing professional fields worldwide. The global sports market reached a value of approximately **\$515 billion in 2024** and is projected to grow to nearly \$680 billion by 2029, reflecting steady expansion and continued diversification across segments such as media rights, sponsorship, events, merchandise and digital engagement.

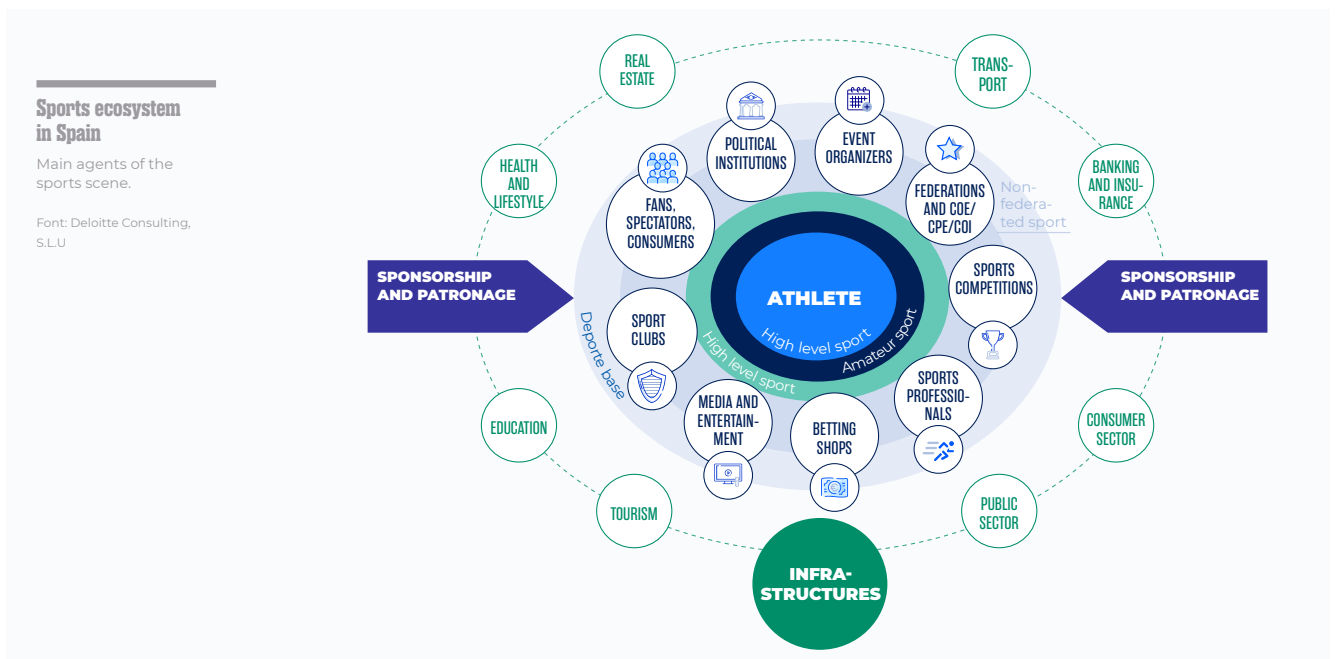
This sustained growth has driven the creation of new professional roles and an increasing demand for specialization in sports business management. The global sports **sponsorship market** was valued at over **\$60 billion in 2024** and is expected to expand significantly over the coming decade, underscoring the strategic importance of commercial partnerships within the sector.

Other notable segments include the **sports technology market**, valued at nearly **\$27 billion in 2024** and forecast to grow rapidly in the years ahead as digital tools, data analytics and innovation become central to performance optimization and fan engagement.

In an increasingly competitive and constantly evolving market, the sports industry requires highly prepared professionals with up-to-date knowledge, strong managerial skills and a deep understanding of the specific dynamics of the sector.

The **Master in Sports Business and Marketing**, offered in collaboration between **Johan Cruyff Institute** and the **Universitat Autònoma de Barcelona**, is a **9-month** program that explores the most relevant areas of management, with a particular focus on marketing applied to the sports industry. Academic sessions delivered by expert faculty closely connected to the sports sector are complemented by master classes with exclusive guest speakers, field trips, and an optional study trip designed to enrich the Barcelona experience and expand students’ professional networks.

In addition, each module of the Master includes online learning hours, combining flexibility with a strong practical and experiential approach.



IS THIS THE MASTER'S DEGREE YOU ARE LOOKING FOR?

Thanks to the collaboration between Johan Cruyff Institute and the Universitat Autònoma de Barcelona, the Master in Sports Business and Marketing combines the innovation of specialized academic training in sport management and marketing with the quality, recognition and academic accreditation of a leading public university.

The **Master in Sports Business and Marketing** is a flagship programme of Johan Cruyff Institute, developed in strategic collaboration with the **Universitat Autònoma de Barcelona (UAB)**. This powerful alliance brings together the Johan Cruyff Institute's internationally recognised expertise in sports management education with the academic prestige and quality standards of one of Europe's leading public universities.

As a **UAB private Master's degree (título propio)** within the university's continuing education offering, the programme combines **specialised, industry-driven training** with **rigorous academic oversight**, ensuring a learning experience that is both practical and academically robust. The result is a Master designed to meet the real needs of a fast-growing and highly competitive global sports industry.

Led by **Johan Cruyff Institute**, the programme reflects its strong connection to the professional sports ecosystem and its commitment to innovation, applied learning and leadership development. Teaching is delivered by a carefully selected faculty of **industry experts, senior professionals and academic specialists**, offering students direct exposure to real-world challenges, best practices and decision-making in sports business and marketing.

Throughout the Master, students benefit from **hands-on projects, master classes with high-profile guest speakers, field visits and exclusive networking opportunities**, all designed to accelerate professional growth and open doors within sports organisations, clubs, brands and agencies.

Choosing this Master means becoming part of the **Johan Cruyff Institute network** and benefiting from a unique collaboration that combines vision, academic excellence and real-world impact — a powerful platform for building a successful career in sports business and marketing.



UAB, AMONG THE BEST UNIVERSITIES

2ND

BEST UNIVERSITY
IN SPAIN
RANKINGS (QS WUR 2026)

**TOP
200**

WORLDWIDE
QS WORLD UNIVERSITY
RANKINGS (QS WUR 2026)

THE WORLD
UNIVERSITY
RANKINGS
THE WUR 2025

1ST

BEST SPANISH
UNIVERSITY IN
SPAIN
CENTER FOR WORLD
UNIVERSITY RANKINGS
(CWUR 2025)

The UAB is barely half a century old, but it is already ranked among the best universities in the world. This “relative” youth translates into a groundbreaking and innovative spirit that is evident in the constant updating of its educational offerings and in the commitment to study plans that are fully adapted to social demands.

The UAB is also a university open to the world, because of its willingness to welcome students and professors of different nationalities, and because it has been able to create an ecosystem where there is a constant transfer of knowledge, where different research projects are developed in collaboration with other universities, scientific organizations, companies and government agencies. It is precisely in this framework of collaboration where the work with educational institutions such as Johan Cruyff Institute is developed.

The pursuit of excellence in the fields of teaching and research has led to a constant improvement in the quality of teaching offered by the UAB, which has been recognized in the main world rankings, such as the QS World University Rankings (QS WUR), the Times Higher Education World University Rankings (THE WUR) and the Academic Ranking of World Universities (ARWU).



OBJECTIVES

6 OBJECTIVES TO ACHIEVE YOUR CAREER GOALS

We have designed a Master's degree closely aligned with business reality, providing you with the vision to recognize market opportunities and anticipate changes. Get ready to make the most of the resources in any sports company or organization.

Key objectives include:

1. Understand and apply strategic, global and objective vision to the sports industry from a business perspective.
2. Create new market opportunities by applying an entrepreneurial spirit and a culture inclined towards innovation in sport organizations.
3. Use the most innovative practices in sport marketing and be more effective in brand strategy and sponsorship execution.
4. Detect the key factors to lead professional teams and obtain the best results.
5. Interpret the financial statements of a sports organization and create financial strategies for new products and businesses.
6. Optimize the management of a sports facility and sports event.



3 THEMATIC BLOCKS, 60 ECTS

The study plan for the Master in Sports Business and Marketing consists of 3 thematic blocks. The Master is completed with the presentation of the final project which is a business plan or research project.

BLOCK A LEADERSHIP AND MANAGEMENT OF SPORTS ORGANISATIONS

Operations and strategy 6 ECTS	Courses containing these contents: <ul style="list-style-type: none"> • Theory of the leadership and management of sports organisations (part 1 – first semester; part 2 – second semester) • Applications of management of sports organisations (part 1 – first semester; part 2 – second semester)
Finances and accountin 6 ECTS	
Innovation and entrepreneurship 3 ECTS	
Management of information and data 3 ECTS	
Human resources 3 ECTS	

BLOCK B MARKETING AND COMMUNICATION IN THE SPORTS INDUSTRY

Marketing strategies and methods 6 ECTS	Courses containing these contents: <ul style="list-style-type: none"> • Strategies of marketing and communication in the sports industry (part 1 – first semester; part 2 – second semester) • Applications of marketing and communication in the sports industry (part 1 – first semester; part 2 – second semester)
Commercial management 3 ECTS	
Communication and media 3 ECTS	
Alliances and sponsorship 6 ECTS	

BLOCK C SPECIFIC AREAS OF THE SPORTS INDUSTRY

Governance of the sports industry 3 ECTS	Courses containing these contents: <ul style="list-style-type: none"> • Theory on the specific areas of the sports industry (second semester) • Applications of the specific areas of the sports industry (second semester)
Sports competitions 5 ECTS	
Sports facilities 5 ECTS	
Digital transformation in sports 2 ECTS	

+MASTER THESIS 6 ECTS

OUTDOOR ACTIVITIES

The program includes visits to sport facilities and entities that provide an on-the-ground and first-hand understanding of what management challenges are faced on a day-to-day basis, in the hands of active professionals.

The program may be subject to change. The institution reserves the right to cancel the edition of the program if it does not meet the minimum number of students.

AN ALL-AROUND MASTER

The Master in Sports Business and Marketing covers a wide field of knowledge: whatever your goals, you will have opportunities in different professional fields.

We are closely linked to the sports industry, and we constantly update our programs so that they respond to the needs of the sports entities. These are some of the job opportunities within your reach:

MARKETING AND SPONSORSHIP

Director of marketing for sports organizations.
Sponsorship manager for sports organizations.
Fan engagement specialist.
Sports industry data analyst.
Partnerships manager.
Market analyst.

SPORTS COMPETITION

Sports director of clubs, federations and sports organizations.

MANAGEMENT OF SPORTS ORGANIZATIONS

Financial manager in sports organizations.
Human resources manager in sports organizations.
Director of sports and leisure companies.

SPORTS FACILITIES AND EVENTS

Director of sports facilities.
Director of sporting events companies.

COMMUNITY SPORTS

Manager of sports complexes and municipal facilities.
Manager of non-profit sports foundations.
Sport manager in public organizations.

SPORTS CONSULTING

Sports services advisor.



80%

OF STUDENTS WORK IN THE SPORTS INDUSTRY AFTER THEIR MASTER'S DEGREE

9 MONTHS OF EDUCATION, 5 EXTRAS FOR A CHALLENGE

Studying at Johan Cruyff Institute grants you access to a broad variety of sports entities, plus it is a very rewarding experience. This is just a preview of what you will find in a master's degree designed by and for sports lovers:

1. Personal and professional growth



The investment you make for a few months ensures a lasting impact on your career and is an experience for life.

2.

Networking

A full program of online seminars with industry experts is an excellent opportunity to expand your professional network.

3. Job opportunities

We compile for you a list of job offers from around the world in the field of sports and send them to you on a weekly basis.

4.

Development of the skills and competencies most demanded by sports companies

At Johan Cruyff Institute we sign agreements with different entities in the sports sector to provide you with professional opportunities with great future prospects.

5.

Study trip

(optional, with an additional charge)

The Study Trip is an immersive learning experience designed to connect academic knowledge with real-world practice. Through visits to leading sports organizations and sessions with industry professionals, students gain first-hand insights into how the sports industry operates at the highest level. The Study Trip fosters experiential learning, professional networking, and a global perspective, helping students better understand the challenges and opportunities of the sports business while bringing classroom concepts to life.



YOU ARE THE PROTAGONIST

Immerse yourself in an ecosystem designed to improve your performance: progress alongside professionals from the sports industry, with the constant assistance of a program manager, teachers who accompany and guide you, and a teaching team that has taken care of every detail of the master's program.

This is how you learn:

Learning by doing

Learn theoretical concepts and quickly put them into practice while using the most innovative tools in sport management. By using Johan Cruyff Institute's pedagogical model, you train "technique" and "tactics" through 'learning by doing', where the lived experience is the main source of knowledge.

Teamwork

Work on projects with people of different nationalities and professional backgrounds who share the same team spirit and passion for sport. Have fun, learn from your colleagues, share your points of view with them and participate together in debates that are as diverse as they are enriching.

Challenging business cases

Face real business challenges, tackling the challenges that companies in the sports sector face on a daily basis. Personally present your solutions to Johan Cruyff Institute and its partner companies, who challenge you with specific strategic problems.

Different learning environments

Imagine a master's program that goes beyond the boundaries of the classroom. Thanks to technology, you will have access to the virtual campus, the e-learning platform that supports your academic progress and facilitates collaborative team work. Thanks to field trips and the international study trip, you will get to know different companies and sports organizations first-hand.

You are at the center

We accompany you, but we are demanding. We guide you, but you are responsible for your learning process. We prepare you, but in this race, you are the one who competes.



RESOURCES AT YOUR FINGERTIPS

- 1 Case studies developed as a team
- 2 Projects that respond to real business challenges
- 3 Business simulations
- 4 Discussions and forums
- 5 Webinars and live chats
- 6 ICT apps and management tools
- 7 Self-assessment exercises
- 8 Virtual resources
- 9 Research
- 10 Links to bibliographic references

THE MASTER THAT FITS YOUR LIFE

Make your studies compatible with your work and personal life: enjoy all the advantages and flexibility of online education without giving up the immersive and rewarding experience of face-to-face sessions.

Maximum adaptability

Face-to-face and online classes are coordinated and run simultaneously throughout the course to achieve common objectives. The face-to-face classes are the backbone of the master's degree and are held on Fridays and some Thursday afternoons. Based on this central axis, you will usually be asked to work on a series of contents and activities before and after each of these sessions. During the course, the teacher will set the work guidelines, the "training rhythm", but you will manage your own time and dedication.

You never walk alone

During the classes, the teachers continuously monitor your progress and help you improve your performance. In face-to-face classes, you put theory into practice, but you also have access to theoretical webinars to reinforce your knowledge. When you use the resources of the digital platform, you are in contact with a teacher who can answer your questions at any time.

Final project and cross-cutting projects

They are the opportunity to put into practice everything you are learning and to put your knowledge into practice by carrying out a real project. You will be developing a real project with the help of a tutor during your preparation. Also, throughout the course, you will participate in a series of seminars where specialists and entrepreneurs in the sports sector will present their business initiatives. Is there a better source of inspiration for your projects?

Voluntary internships

Football clubs, federations, sports complexes, event and sport marketing companies, intermediary agencies, consulting firms—every year we sign agreements with different entities in the sports sector to meet your preferences, whatever your professional interests may be. In this program, internships are extracurricular, but if you are interested in doing one you can apply for any the offers that we publish in the virtual classroom of the master's degree or select the company that interests you the most and we will guide you through the process to provide you with the best experience.

5–8 h
on campus
weekly

5–8 h
online weekly

750 hours of voluntary
internships
(non-curricular)

ADVANTAGES

- You can pursue education while you continue working, training, and competing.
- You can study from anywhere you want, but 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.

+300
AGREEMENTS
WITH
COMPANIES,
FEDERATIONS
AND CLUBS

PARTICIPANT PROFILE

YOUR TRAVEL COMPANIONS

If you believe that the exchange of ideas multiplies talent and you want to educate yourself in a cosmopolitan environment, you're in the right place. At Johan Cruyff Institute, you will meet people with diverse cultures, from different countries and professional backgrounds, but who have in common their passion for sport.

AVERAGE
AGE
29
YEARS

19%
PROFESSIONAL
ATHLETES

NATIONALITY

100%
INTERNATIONAL

50%
MEN

15%
ALREADY WORK
IN THE SPORTS
INDUSTRY

50%
WOMEN

ACADEMIC BACKGROUND

35% 
MARKETING AND COMMUNICATION

22% 
MANAGEMENT AND ADMINISTRATION

14% 
SPORT

29% 
OTHER



“The international student community provided a diverse and dynamic learning environment, fostering global perspectives. The study trip to Amsterdam was a standout, offering firsthand exposure to sports-related companies, clubs, and organizations. This program has not only equipped me with valuable insights but has also facilitated meaningful connections in the sports business realm.”

ENSAR DEMIR
Alumni
Academic Year 2023-24



“The Master provides an excellent overview of the business aspects within the sports industry. Tailored to the sector or interests of the students, the teachers present cases and examples related to the specific industry or sport that resonates with the majority of the students. Additionally, the program offers outstanding networking opportunities, fostering the development of lifelong friendships.”

OWEN DELARUE
Alumni
Academic Year 2023-24

AN EXPERIENCE BEYOND THE CLASSROOM

At Johan Cruyff Institute you will enjoy an educational experience that breathes sport through and beyond. Imagine a program where you can share experiences and opinions with your colleagues, with professional days that are perfect for networking and with inspiring conferences and meetings.

SUPPORT

From the moment we welcome you until the day of your graduation you are permanently supported. Throughout the master's program you will be directly assisted by a program manager who will monitor your progress and you will have the constant assistance of tutors, teachers and the administrative staff of Johan Cruyff Institute.

PASSION

If sport is passion, it is normal that you are connected to people full of energy, classmates, teachers, professionals in the sports industry who share this differentia value with you and who pass on their excitement for what they do.



PROFESSIONAL NETWORKING

You have different opportunities to expand your professional network through the different conferences and events we have scheduled. These are some of them:

- **Step Day:** a day of scheduled interviews to connect master's degree participants with sports companies and facilitate access to professional internships at companies in the sector.
- **Study trip:** we give you the option of going on a study trip (not included in the program price) where you can complement your education with unforgettable moments.
- **Visits to sports entities and facilities** guided by managers who will introduce you to their management model.
- **The C Room:** the webinars where current topics in the sports industry are presented and you can discuss them online with students from all over the world.

SOCIAL NETWORKING

A master's degree is a professional launch pad, but also an adventure that is lived in the company of your classmates. In the classrooms you share experiences, motivations, and friendships are born that, on occasions, lead to professional relationships.

- **Kick off:** the opening ceremony of the master's program and the moment when we welcome you and you meet your professors and classmates. It is held in person and virtually.
- **Play Time:** football, tennis, water polo... every month you have the opportunity to practice a different sport, share effort and boost team spirit together with the participants of the different programs in Barcelona.
- **Graduation ceremony:** the moment to celebrate with your classmates that you have successfully completed a stage full of effort and dedication.

You enjoy invitations and discounts at the main congresses and conferences in the sports industry, so you'll always be up to date and get the most out of your master's degree. And you also have reduced-price tickets to various sporting events.

THE BEST NETWORK OF COLLABORATORS

We work with different institutions and collaborating companies that actively participate in meetings, conferences and activities. Together we have woven a network where there is a constant transfer of talent and knowledge, which enriches us mutually.

UAB
Universitat Autònoma
de Barcelona


BARÇA
INNOVATION HUB

UADE

acb 



JOHAN CRUIJFF
ARENA

 **afydad** | Spanish Sport Associations

 **AJJFS**
ASOCIACIÓN DE
JUNIORES Y UNIVERSITARIA
DE FÚTBOL SALA

CR 

 **Real Club**
de Polo
de Barcelona

 **Fetri**
FEDERACIÓN ESPAÑOLA
DE TENNIS

FEDERACIÓ
CATALANA
DE TENNIS



 **CNAB**



#SPORTBIZ
EUROPE

SOCCEREX 

WFS

OBJECTIVE

CONTINUING HER PROFESSIONAL CAREER AFTER RETIRING FROM COMPETITIVE SPORTS

Belén Morán, a member of the Spanish National Taekwondo Team, graduated with honors from the Master in Sports Management and Marketing during a year of personal and athletic growth.

BELÉN MORÁN ROMERO

She has been a member of the Spanish National Taekwondo Team since 2016.
PROAD Consultant - CSD

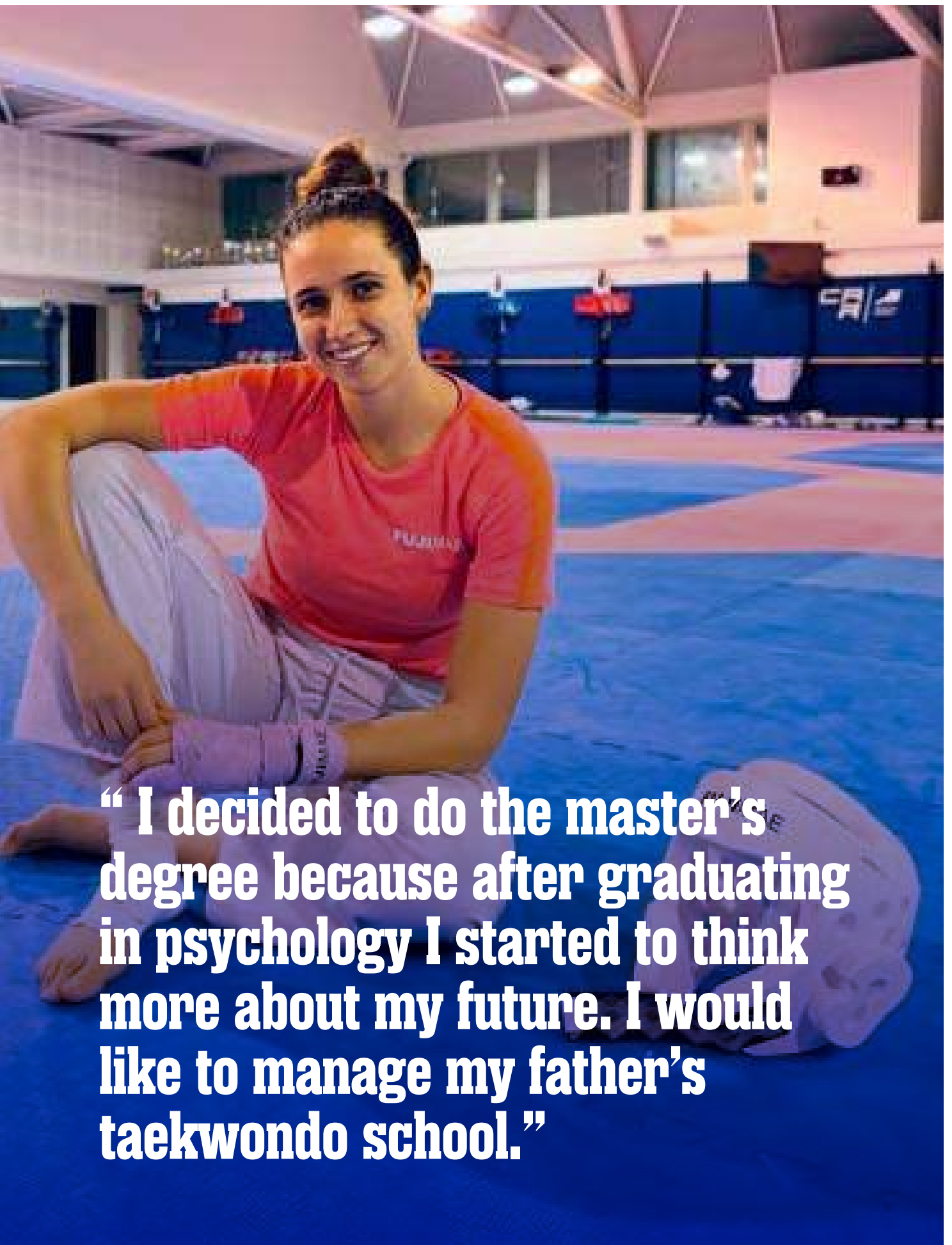
Throughout her career, Belén earned numerous medals in international opens and was the only Andalusian athlete ranked in the Grand Prix Series. Her primary reason for choosing to study at Johan Cruyff Institute was to project her career into the future. The combination of sports management and academic training will enable her to successfully lead the taekwondo school that her father runs in Seville.



—Johan Cruyff Institute’s Blended Master is very well organized to make everything compatible. It has allowed me not only to follow the classes while competing in another part of the world, but also to get good grades. Competition and travel are no excuse for not taking a master’s degree. It’s a perfect program.

—The blended format, with in-person classes on Fridays and online sessions on Thursdays, has been perfect. I have been competing in Las Vegas, for example, and watching the classes because they broadcast them live and then left them recorded on the virtual campus once the class was over so I could watch it whenever I could. For me, that has been a super positive point that for example, and watching the classes because they broadcast them live and then left them recorded on the virtual campus once the class was over so I could watch it whenever I could. For me, that has been a super positive point that has allowed me to keep up to date.

— I think it is very positive how Johan Cruyff Institute orients it to provide a professional outlet in the field in which you are looking for, both in sport management and facilities management, events, marketing or sponsorship. There is a lot in this master’s to take to the taekwondo industry and that I will be able to apply.



“ I decided to do the master’s degree because after graduating in psychology I started to think more about my future. I would like to manage my father’s taekwondo school.”

BARCELONA: EPICENTER OF SPORT AND TALENT

If you are looking for the ideal place for education, why not do it in one of the most attractive cities in the world.



It's not just us saying so, it's what the specialized publication *The World's Best Cities 2025* affirms. So imagine a city that adds to its impressive urban environment, its great quality of life and a long sporting tradition. If you know it, then you already know what it has to offer, but if not, get ready to enjoy the beach and the mountains all year round, the fascinating architecture of Gaudí and an incredible cultural and leisure offer. And if you are going to study online, don't think twice, find the time and come and visit us.

Barcelona is a magnet for professionals from all over the world. Thanks to all this talent, the Mediterranean capital has become an important economic center for the sports industry and is home to several multinationals in this sector. Not surprisingly, it also has a football club that is a world reference and hosts world-class sporting events such as the Barcelona Tennis Open, the Barcelona World Race and the F1 and Moto GP Grand Prix, among others.

The city also has a great love of sport. It hosted the Olympic Games in 1992, and since then it has had major sports centers and facilities. It also has centuries-old clubs, federations in countless sports, public and private facilities in each of its neighborhoods and even a film festival specializing in sport, the BCN Sports Film.

Urban sports, water sports, activities in the Collserola forests, circuits for runners and up to 200 kilometers of bike paths, sports tradition and economic drive, not only provide the best scenario to do what you like the most, but also form a magma that solidifies in the creation of new companies with innovative ideas and entrepreneurial projects linked to sport.

Barcelona is the perfect city for your studies in Sport Management, and the place where, as a sport lover, you always feel integrated.

+1,400
SPORT-RELATED
COMPANIES
IN CATALUNYA
(REGION)

+1,300
PUBLIC SPORTS
FACILITIES

8TH
BEST CITY IN
THE WORLD TO
LIVE AND WORK

MORE THAN
5.75 MILLION
INHABITANTS
IN THE
BARCELONA
PROVINCE



Barcelona is the perfect city for your studies in Sport Management, and the place where, as a sport lover, you always feel integrated.





ALBERT ROMANS

General Manager of
Johan Cruyff Institute



We know what is happening in sports clubs, in international organizations, in federations... With this information we design programs connected to the professional world of sport.”

On the way to the top

At Johan Cruyff Institute, we offer you the tools and the learning environment you need to progress in a dynamic scenario full of opportunities, where education is more essential than ever to work in the sports industry.

But the road to the top is not easy: the route requires breaking down barriers and overcoming obstacles, keeping pace with the technological revolution, innovating, adapting to the dizzying changes that companies and sports organizations are undergoing. So, whether you are an athlete or not, get ready to start a rigorous and competitive academic training program, which will require effort, perseverance and discipline, and where your drive and mentality will be great allies to achieve success.

At Johan Cruyff Institute, we accompany you on this exciting journey on which you will grow personally and professionally, and, you become stronger with every step you take towards the top.

**At Johan Cruyff Institute,
sport permeates everything:
it is present in every
class, in every tutorial, in
every little detail, in the
atmosphere you breathe
and in the spirit we share
as teachers, students and
collaborators.**

We welcome you to the institution where your passion is also your professional future, where we listen to your needs, and where we transmit the knowledge and experience that only those closely linked to the sports industry have.

THE OFFICE AS SEEN FROM THE PLAYING FIELD

Johan Cruyff Institute is a business school founded in 2002, specialized in the education of athletes and professionals in the sports industry

We grew out of an idea of Johan Cruyff, who decided to create an educational institution to help sportsmen and women enter the world of work. This plan was born with a ground-breaking approach that he would describe as “thinking from the field to the boardroom”, thus transferring all his experience as a player and coach to the business world.

During these two decades we have progressed and adapted along with the times, while always remaining faithful to our philosophy of “learning by doing” and advancing side by side with our students. And, above all, looking to the future, to bring them all the knowledge and innovation demanded by the most current sports industry, where areas that did not exist a short time ago, today offer a wealth of great opportunities.

As a result, more than 11,000 professionals work as sport managers around the world, in areas as diverse as business administration and management, marketing and leadership in sport management.

What began as a pioneering initiative that looked at the professional universe from the sport perspective, has become a consolidated and global academic project, which today has centers in Spain, the Netherlands, Mexico, Peru and Bogota, and also reaches all over the world thanks to our extensive experience in online education. What’s more, Johan Cruyff Institute offers programs that have official accreditations from universities, and master’s degrees that are well placed in the ranking lists for sport management education.

We like to think that this recognition and the achievements obtained are the result of our own work culture, where sport, innovation and academic quality share the limelight with social commitment.



+11,000
STUDENTS

5
CAMPUSES



BARCELONA
AMSTERDAM
LIMA
MEXICO CITY
BOGOTA

+90
Academic programs

127
Teachers

15
Universities and international partners

+300
Agreements with companies, federations and clubs

11
DELEGATIONS
WORLDWIDE

56%
ON CAMPUS

44%
ONLINE

Rankings SportBusiness International Magazine
SEPTEMBER 2025

MASTER IN
SPORT MANAGEMENT

ONLINE

#1
EUROPE

TOP 5
WORLD

ON CAMPUS

TOP 5
SPAIN

TOP 20
EUROPE

THE FACULTY

LEARN FROM THE BEST PROFESSIONALS

University professors and researchers, businessmen, managers, entrepreneurs... All of them are passionate about teaching, and in many cases they combine their educational function with their professional activity.

The teaching team is made up of university professors and professionals from the sports industry who know how to connect what they teach in the classroom with what they really live in their day-to-day business. They do this through case-based teaching, simulations, workshops, forming interdisciplinary work teams and bringing you closer to the experience and practical reality of their work.



80%

**ARE ACTIVE
PROFESSIONALS
IN ADDITION
TO TEACHERS**

127

**TEACHERS IN
THE CLUSTER**



FACULTY TEAM

Working with professionals implies that the list of professionals may eventually be subject to change. In any case, we always ensure the highest teaching quality.



“It is a program that responds specifically to what companies demand from us, our approach is very practical and experiential, we bring the day-to-day of the industry closer to the students.”

DAVID HIDALGO
Professor of the
University Master in
Sports Business and
Marketing
CEO Grandvalira Soldeu
Ski Resort

PHD RICARD ESPARZA (COORDINATOR)

PhD in Business Economics from the Polytechnic University of Catalonia (2014). He has two master's degrees in economics (with applications related to R+D+I). He is a professor of economic analysis at the Faculty of Economics and Business at the UAB and a researcher at the Center for Research in Entrepreneurship and Social Innovation at the UAB. His field of research focuses on innovation policies and the evaluation of R+D+I public policies, as well as the role of innovation for the development of emerging economies. He has published various articles in indexed journals on the subject, as well as other materials. He has been the principal investigator of 9 European and international projects, collaborating in research and knowledge transfer actions with entities from more than 40 countries on 6 continents. He is part of various committees and initiatives of experts from different governments, including the Generalitat de Catalunya and the European Commission. Co-coordinator of the Master's Degree in Sports Management at the UAB-Johan Cruyff Institute.

Module: Complementary courses in sports economics and strategic management (and Final Master's Project)

JORDI VIÑAS

Jordi Viñas is a sports consultant, and CEO and founder of Itik Consulting Sport & Leisure. He holds a degree in physical activity sciences, a master's degree in sport management from Loughborough University and an MBA from Esade. Jordi has been working for more than 20 years in the management of sports entities, both in the public and private sector, specializing in strategic planning and facility management. Jordi is a member of the Social and Educational Research Group on Physical Activity and Sport (GISEAFE).

Module: Operations and Strategy

JOAN FREIXANET

Holds a Bachelor's degree and MBA from ESADE Business School and a PhD from the Universitat Politècnica de Catalunya. He is currently a Professor of Strategic Management and Family Business at the Universitat Autònoma de Barcelona. Previously, he spent nine years as an Associate Professor at the Graduate School of Management at St. Petersburg University, following his tenure as an Associate Professor at Universitat Pompeu Fabra.

Modules: Innovative Projects and Entrepreneurship

JOSEP RIALP

Josep Rialp is an Associate Professor in the Business Department at the Universitat Autònoma de Barcelona, where he has been teaching since 1992. He holds a Ph.D. in Entrepreneurship and Management from UAB, as well as a Bachelor's degree in Economics and Business. His academic work includes research on management and innovation, and he has published on process innovation.

Module: Information and Data Management

CARLOS MARTÍNEZ LIZAMA

Carlos Martínez Lizama is CEO of CianeConsulting and Associate Professor in the Business Department at the Universitat Autònoma de Barcelona, where he has also served on the University Governing Council. He holds a Ph.D. in Business Administration from UAB and has extensive experience in strategic consulting, leadership development, executive coaching, and organizational transformation, with a focus on strategy, business models, Industry 4.0, and people development.

Module: Human Resources

BRUNO BATLLE

Bruno Batlle is the General Manager at CE Sabadell FC, where he oversees both sporting operations and business areas such as finance, marketing, and corporate strategy. With over 12 years of experience at Prime Time Sport, he has also served as a consultant for major organizations like FIFA, FC Barcelona, and Manchester City.

Module: Commercial Management

ARAN NAVARRO

Aran Navarro is Director of Marketing and Commercial Operations at Girona FC, a club that is part of the City Football Group. He oversees brand positioning, content, ticketing, retail and licensing, memberships, and fan engagement. Previously, he worked at Media Base Sports, a football and creative communications agency within the Mediapro Group, advising professional football clubs on marketing, communication, digital strategy, and content.

Module: Sports Sponsorship and Partnerships

SERGI GONZÁLEZ

With an extensive background in sports management, Sergi González is a specialist in the football industry (more than seven years of experience) who drives innovation and growth through strategic partnerships. He currently leads in-person education initiatives and explores new revenue streams at the Barça Innovation Hub. He leverages his experience to build high-impact collaborations that push the boundaries of innovation in sport.

Module: Sports Governance

DAVID HIDALGO

CEO of Grand Valira Soldeu Ski Resort. He previously served as General Manager of the Andorra 2027 World Ski Championship Bid and President of the Andorra Esports Cluster. He has extensive experience in the ski industry, resort planning and operations, world-class sporting event organization, and tourism and leisure management. A lecturer in sports management and event organization programs, David is noted for his expertise in finance, innovation, and information technology.

Module: Sports Competitions (Events)

VÍCTOR JORDÁN VALLVERDÚ

Academic Director and Board Member at the Johan Cruyff Institute; Digital Skills Instructor at UOC; Professor, Coordinator, and Consultant at the Tecnocampus Mataró-Maresme Foundation; and Guest Lecturer in Digital Marketing at the University of Vic. Víctor co-designed one of UPF's first MOOCs with over 50,000 students and created the e-learning department at the Johan Cruyff Institute, whose Master's and Postgraduate programs have consistently ranked at the top of sports management rankings. He is currently working on his doctoral thesis regarding the esports industry.

Module: Digital Transformation

ROSER DE PUIG

Roser de Puig is project manager of the institutional relations, public relations and protocol department of FC Barcelona, and has a degree in law and a master's degree in sports law. Roser joined FC Barcelona in September 2021 after leading the organization of Euro 2020 in Seville within the Spanish Football Federation.

Module: Sports Competitions (Events)

EDGAR ROMERO

Edgar Romero works as Manager, Hospitality & Partnership Lead at the Formula 1 Barcelona-Catalunya Grand Prix. A global executive in sports management and marketing (PhD in Sport Management), with over 15 years of experience in the commercial sector and more than 10 years of international experience in the sports and events industry, he works at the intersection of business, sport, and social impact—building strategic partnerships, driving innovation, and promoting sustainable growth that creates real value for sports organizations and people.

Module: Sports Facilities

FLORINA SILAGHI

Florina Silaghi is an Associate Professor of Finance at the Universitat Autònoma de Barcelona, a position she has held since 2023, after serving as Serra Hünter Lecturer, Juan de la Cierva researcher, and Visiting Assistant Professor at the same institution. She holds a Ph.D. in Finance from the University of Rennes 1 and her research focuses on corporate finance, financial distress, bankruptcy, restructuring, real options, and crowdfunding.

Module: Financial and Accounting Management

TERESA CARVÍ

Teresa Carví is Media Production Manager at GRUP MEDIAPRO. She has more than 25 years of experience in the international audiovisual sector, particularly in the production of high-impact sports content. She has led teams, managed complex operations, and developed campaigns that connect with global audiences through strategy, creativity, and excellence in execution.

Module: Commercial Management

FERRAN JIMÉNEZ

Ferran Jiménez is a commercial and business development executive with extensive experience in marketing, sales, and strategic management across B2B and B2C environments. He has held senior roles in marketing and sales leadership, particularly in the payments industry, retail services, and outsourcing, leading commercial teams, driving revenue growth, and developing new business initiatives. His expertise combines strategic analysis, creativity, and a strong results-oriented approach, with a proven track record in team leadership and market expansion.

Module: Marketing Strategies and Methods





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SERVICES

ALWAYS WITH YOU

Johan Cruyff Institute offers different services to enhance your employability, complete your training and improve your experience before, during and after your studies.



EMPLOYABILITY

Every week we send you a newsletter with job offers from football clubs, companies and sports entities so that you can follow in detail how the job market is evolving in the sports industry and be the first to know about available job opportunities.

In addition, we have built a wide network of professional partners who are looking for talent and turn to us to fill their vacancies. Johan Cruyff Institute selects the best qualified profiles among its network of students according to their suitability.





PROFESSIONAL INTERNSHIPS

Our students are well-trained candidates, able to bring a lot of value to companies and, therefore, perfect for integrating into their teams through the formula of professional internships. These internships are, in turn, an enriching learning experience, and through them you have the opportunity to live the reality of a sports organization and put into practice the knowledge you have acquired.

ALUMNI CRUYFF INSTITUTE

The Alumni Cruyff Institute digital platform allows the more than 11,000 students who have studied with us to maintain the links created during their studies, as well as to participate in webinars and training sessions, among other resources. Connect to this network and get in touch with peers who share your interests and with former students working in companies and institutions around the world, while keeping the spirit of Johan Cruyff Institute alive.

UAB STUDENT

All students and alumni of the Master in Sports Business and Marketing have access to the services offered by the Universitat Autònoma de Barcelona on the Bellaterra campus:

- Career guidance and employment office: Treball Campus
- Entrepreneurship support programme: UAB Emprèn
- Language learning and translation services: Servei de Llengües, UAB Idiomes
- High-level sports facilities
- Library network

And many more services, including disability support programmes, publishing services and on-campus accommodation, among others.

HOSPITALITY

If you are coming to study from outside Spain, we are here to help you. We will help you with the paperwork and provide you with information about accommodation, health insurance, currency and all the details you need to know to make your experience in Barcelona perfect.



HOW DO I ACCESS THE MASTER'S PROGRAM?

To ensure that your experience at Johan Cruyff Institute is excellent, we make sure that your interests match the objectives of the program and that your educational and professional background matches its characteristics.

REQUIREMENTS

To take this master's degree you must meet one of these three requirements:

- Hold a bachelor's degree, diploma or equivalent.
- Provide proof of intermediate English language proficiency (B1 level or equivalent).

REGISTRATION

Open until the beginning of the master's program or until all places are available or until all places are filled. The program may be subject to change and may be cancelled if the minimum number of students is not reached.

QUALIFICATION

If you successfully complete the different modules of the study program, you will receive the academic title of Master in Sports Business and Marketing Blended Barcelona awarded by Johan Cruyff Institute and Universitat Autònoma de Barcelona (UAB).

PRICE

The price of this program is:
€ 640 Enrollment Fee +
€ 9.800 Tuition Fee +
€ 30 Registration Fee
(the registration fee is non-refundable).

These prices correspond to the 2026–2027 academic year. Special conditions are available for former students and members of related entities. The study trip is not included.

ADMISSION PROCESS

The final selection of candidates for the master's degree is made through a three-stage admission process:

- 1 Pre-registration form**
To apply for admission to the program you must fill out a pre-enrollment form in which you tell us about your personal and professional achievements, so that we can get to know you.
- 2 Admissions Committee**
The Admissions Committee of the Johan Cruyff Institute will review your application. If you meet the admission requirements, you may be invited to an interview or asked to submit a video presentation answering two questions (maximum duration: five minutes). This process allows us to assess whether your aspirations and motivations for pursuing the program align with its objectives.
- 3 Admission**
Within 72 hours, one of our advisors will contact you. If you have received a positive evaluation, he/she will provide you with all the information you need to enroll in the master's program.



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