



Educating the next generation
of Leaders in Sport Management

Sport Marketing and Sponsorship

Masters, postgraduate diplomas and courses

MASTER Sport Marketing and Sponsorship

ONLINE



Academic Degree

Master in Sport Marketing & Sponsorship from the Johan Cruyff Institute

Duration

13 months. 60 ECTS

Start

September /
February

Languages

English or Spanish

MASTER Sport Marketing and Management

BLENDED
BARCELONA



Academic Degree

Master in Sport Marketing
and Management from
the Johan Cruyff Institute

Duration

10 months. 60 ECTS

Start

September

Location

Barcelona

Languages

Spanish

POSTGRADUATE DIPLOMA Sport Marketing

ONLINE



Academic Degree

Postgraduate Diploma in Sport
Marketing from the Johan
Cruyff Institute

Duration

7 months. 30 ECTS

Start

September/ February

Languages

English or Spanish

POSTGRADUATE DIPLOMA Sport Sponsorship

ONLINE



Academic Degree

Postgraduate Diploma in Sport
Sponsorship from the Johan
Cruyff Institute

Duration

7 months. 30 ECTS

Start

September

Languages

English or Spanish

COURSE IN Marketing and Sports Business

ON CAMPUS
MEXICO



Academic Degree

Título de Diplomdo en Marketing
y Negocios Deportivos from the
Johan Cruyff Institute

Start

November

Location

Mexico City

Languages

Spanish

COURSES IN Sport Marketing and Sponsorship

ONLINE

- Sport Marketing
- Strategic Management in Sport Organizations
- Financial Management in Sport Organizations
- Leadership in Sport Organizations
- Digital Marketing in Sport
- Data Analytics in Sport
- Sport Media
- Innovation and Entrepreneurship in Sport Organizations
- Sport Sponsorship I: Strategy
- Sport Sponsorship II: Activation and Measurement
- People Management in Sport
- Governance in Sport
- eSports
- Sport Facility Management
- Sport Event Management
- Corporate Social Responsibility in Sport
- Sport Law

GENERAL INFORMATION



Payment methods

Installment payment available



Enrollment

Registration open until the start of the
programs or until all spots are filled.

In markets that are becoming increasingly more competitive, sport marketing and sponsorship have become high impact areas for business success. Consequently, the training of professionals is growing as a demand for specialists in the whole sport marketing cycle, both in business companies as well as in sport foundations, associations, federations and organizations. Sport sponsorship is increasingly gaining value as part of the companies strategies and a good knowledge of it will allow to enhance the sport marketing plan both on the ownership side and the branding side.

AIMED AT

The Sport Marketing and Sponsorship Programs from the Johan Cruyff Institute are for you, if:

- You´re an (ex) athlete who is looking for specialized education in marketing and sponsorship to give your professional career a boost.
- You´re working in the marketing environment and want to deepen your experience and knowledge in marketing and sponsorship applied to sport.
- You want to complement your education with a program specializing in sport marketing and sponsorship.
- You are a professional in the sports industry, with experience in the sector but without studies related to sport marketing and sponsorship and you want to improve and update your knowledge of the industry.



“ In my opinion, athletes possess remarkable qualities. They are committed, eager to improve and goal-oriented. With these traits and the right academic training, our athletes become successful leaders in the world of Sports Management. Who better to serve the best interests of sport than someone who has the heart of an athlete?” ”

JOHAN CRUYFF
Founder

OBJECTIVES

The main objective of the programs in Sport Marketing is to guide you in your professional development as an integral sport marketing and sponsorship professional, and teach you how to use marketing tools applied to sports to recognize business opportunities, develop strategies in creative industries, anticipate changes, and optimize and analyze information resources judiciously.

Career opportunities

Marketing/Communication managers of sports organizations

Marketing/Communication managers of companies related to sports

Advertising/Media Agencies dedicated to sports

Sport Event Management agencies

Sport Journalism (media agencies and mass media)

Professional athletes´ agents, especially related to PR and Publicity

Sport Consulting

Communications departments of companies that use sport to meet their market objectives

Sponsorship Director
Responsible for activating sponsorships
Responsible for brand



“ What an experience to follow the master! And in fact, it was much more than one experience. The many possibilities to gain (additional) knowledge about the different modules through webinars, literature, interesting web links, books, articles from all over the world, but also the enthusiasm of the professors, not to mention the insights of fellow students. It has helped me a lot in my current work and created new contacts that I will always cherish ”

MARISKA ELFRINK

Manager New Business at PSV Eindhoven
Alumnus Master in Sport Marketing and Sponsorship

LEARNING MODEL

- Learning 3.0: flexible schedules, different learning environments and technologies.
- World-class faculty: interaction with expert faculty and industry professionals.
- Collaborative tools, teamwork, communication and debate.
- Sports-industry oriented: training that approaches the business sector of the sports industry.
- Learning from experience: designed for professional improvement.

LEARNING OUTCOMES

- To know the operating environment of sport organizations, functional areas and analytical tools.
- To understand, analyze and implement marketing and sponsorship strategies, development strategies, and the launching and positioning of new products.
- To make decisions relating to product, price, distribution and communication components.
- To understand the qualitative and quantitative analysis and diagnostic tools for sports market research.
- To understand, analyze and assess the role of digital communities and social media in sport organizations.
- To analyze and evaluate marketing strategies for the internationalization of sports activities.
- To use technological tools for the exploitation of business resources through sport marketing.

ADMISSION REQUIREMENTS

To be admitted, you must meet one of the following requirements:

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

The admission procedure may include a personal interview with the academic director, which will evaluate if your achievements as well as your aspirations and motivations in pursuing this degree, are in line with the objectives of the program.

NETWORKING & ALUMNI

Johan Cruyff Institute offers students, alumni, faculty and members of our network the opportunity to connect and collaborate, to share their passion for sports and their professional expertise.

The Alumni Cruyff Institute provides a means of interconnection that will enable the whole community not only to re-establish contact with fellow students, but also to create new links with people from the sports sector throughout the whole network who can offer new experiences and initiatives to keep growing in the profession.

Alumni
CRUYFF INSTITUTE

ON CAMPUS AND BLENDED PROGRAMS

On campus programs at the Johan Cruyff Institute include visits to sport organizations, clubs and facilities so that students can experience firsthand the challenges faced by sport managers on a daily basis. As part of some of these visits, students will develop within the framework of certain modules, a proposal to improve the offer to different entities. We also feature Master Classes by guest speakers who occupy key positions within the different areas of the sports industry. As a student of our on campus programs, you will also have exclusive access to the learning platform which allows you to monitor your academic progress 24 hours a day, from anywhere in the world.

ONLINE PROGRAMS

Online programs offer the possibility of studying from any place at any time through the Virtual Campus. The study pace can be adapted to each individual's workload and availability. A tutor guides each student through the entire program, and doubts/questions are addressed through personalized attention, chat, videoconferencing or email. The virtual campus offers a collaborative environment between teachers and students facilitating e-mails, chats, books, articles, case studies, simulations, experiences, websites, blogs and a video library. You will have a wide range of tools at your disposal to make your learning experience interactive, rewarding and complete. You can also take advantage of the Master Classes given by guest speakers for on campus programs through our broadcast tool, Streaming.

MASTER IN SPORT MARKETING AND SPONSORSHIP ONLINE



MASTER IN SPORT MARKETING AND MANAGEMENT BLENDED BARCELONA



POSTGRADUATE DIPLOMA IN SPORT MARKETING ONLINE



POSTGRADUATE DIPLOMA IN SPONSORSHIP ONLINE





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HEADQUARTERS

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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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