Sport Marketing and Sponsorship
Masters, postgraduate diplomas and courses
**Academic Degree**
Postgraduate Diploma in Sport Marketing from the Johan Cruyff Institute  
**Duration**  
7 months. 30 ECTS  
**Start**  
September / February  
**Languages**  
English or Spanish

**Academic Degree**
Master in Sport Marketing & Sponsorship from the Johan Cruyff Institute  
**Duration**  
13 months. 60 ECTS  
**Start**  
September / February  
**Languages**  
English or Spanish

**Academic Degree**
Master in Sport Marketing & Sponsorship from the Johan Cruyff Institute  
**Duration**  
10 months. 60 ECTS  
**Start**  
September  
**Location**  
Barcelona  
**Languages**  
Spanish

**Academic Degree**
Postgraduate Diploma in Sport Marketing from the Johan Cruyff Institute  
**Duration**  
7 months. 30 ECTS  
**Start**  
September / February  
**Languages**  
English or Spanish

**Academic Degree**
Master in Sport Marketing & Sponsorship from the Johan Cruyff Institute  
**Duration**  
10 months. 60 ECTS  
**Start**  
September  
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Barcelona  
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**COURSES IN**
Marketing and Sport Management  
**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.

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

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

• You are a former athlete and are looking for specialized education in marketing and sponsorship to give your professional career a boost.

• You work in Marketing and want to deepen your experience and knowledge in marketing and sponsorship applied to sport.

• You wish to complete your training with a specialized postgraduate degree in sport marketing and sponsorship to create a future for yourself within the sports industry.

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
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.

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.

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
## Postgraduate Diploma in Sport Marketing Online

**Mandatory - 24 ECTS**

**Module 1**
- Sport Marketing
  - 6 ECTS

**Module 2**
- Strategic Management
  - 6 ECTS

**Module 3**
- Governance in Sport
  - 3 ECTS

**Module 4**
- People Management
  - 3 ECTS

**Module 5**
- Financial Management
  - 6 ECTS

**Module 6**
- Innovation and Entrepreneurship
  - 3 ECTS

**Module 7**
- Commercial Management
  - 3 ECTS

**Module 8**
- Sport Facility Management
  - 6 ECTS

**Module 9**
- Sport Event Management
  - 6 ECTS

**Module 10**
- Sport Sponsorship
  - 6 ECTS

**Module 11**
- Sport Media
  - 3 ECTS

**Module 12**
- Digital Transformation
  - 3 ECTS

**Module 13**
- Final Project
  - 6 ECTS

**Advanced - 6 ECTS**

**Electives - 6 ECTS**

**Core - 12 ECTS**

**Choose 1**
- Leadership in Sport Organizations
  - 3 ECTS

**Choose 1**
- Sport Media
  - 3 ECTS

**Choose 1**
- Data Analytics in Sport
  - 3 ECTS

**Choose 1**
- Fan Engagement
  - 3 ECTS

**Choose 1**
- eSport
  - 3 ECTS

**Choose 3**
- Human Resources in Sport
  - 3 ECTS

**Choose 3**
- Governance in Sport
  - 3 ECTS

**Choose 3**
- Sport Law
  - 3 ECTS

**Advanced - 15 ECTS**

**Choose 3**
- Sport Event Management
  - 6 ECTS

**Choose 3**
- Digital Marketing in Sport
  - 3 ECTS

**Choose 3**
- Sport Sponsorship II: Activation and Measurement
  - 6 ECTS

**Choose 3**
- Sport Facility Management
  - 6 ECTS

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## Master in Sport Marketing and Sponsorship Blended Barcelona

**Core - 24 ECTS**

**Module 1**
- Sport Marketing
  - 6 ECTS

**Module 2**
- Strategic Management
  - 6 ECTS

**Module 3**
- Governance in Sport
  - 3 ECTS

**Module 4**
- People Management
  - 3 ECTS

**Module 5**
- Financial Management
  - 6 ECTS

**Module 6**
- Innovation and Entrepreneurship
  - 3 ECTS

**Module 7**
- Commercial Management
  - 3 ECTS

**Module 8**
- Sport Facility Management
  - 6 ECTS

**Module 9**
- Sport Event Management
  - 6 ECTS

**Module 10**
- Sport Sponsorship
  - 6 ECTS

**Module 11**
- Sport Media
  - 3 ECTS

**Module 12**
- Digital Transformation
  - 3 ECTS

**Module 13**
- Final Project
  - 6 ECTS

**Advanced - 9 ECTS**

**Electives - 27 ECTS**

**Core - 3 ECTS**

**Choose 3**
- Leadership in Sport Organizations
  - 3 ECTS

**Choose 3**
- Sport Media
  - 3 ECTS

**Choose 3**
- Data Analytics in Sport
  - 3 ECTS

**Choose 3**
- Fan Engagement
  - 3 ECTS

**Choose 3**
- eSport
  - 3 ECTS

**Choose 1**
- Human Resources in Sport
  - 3 ECTS

**Choose 1**
- Governance in Sport
  - 3 ECTS

**Choose 1**
- Sport Law
  - 3 ECTS

**Advanced - 3 ECTS**

**Choose 1**
- Digital Marketing in Sport
  - 3 ECTS

**Choose 1**
- Sport Facility Management
  - 6 ECTS
Educating the next generation of Leaders in Sport Management

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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).

www.johancruyffinstitute.com

PRME Principles for Responsible Management Education