



ONLINE 2016-2017

POSTGRADUATE  
DIPLOMA IN  
**SPONSORSHIP**

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EDUCATING THE NEXT GENERATION OF LEADERS  
IN SPORT MANAGEMENT

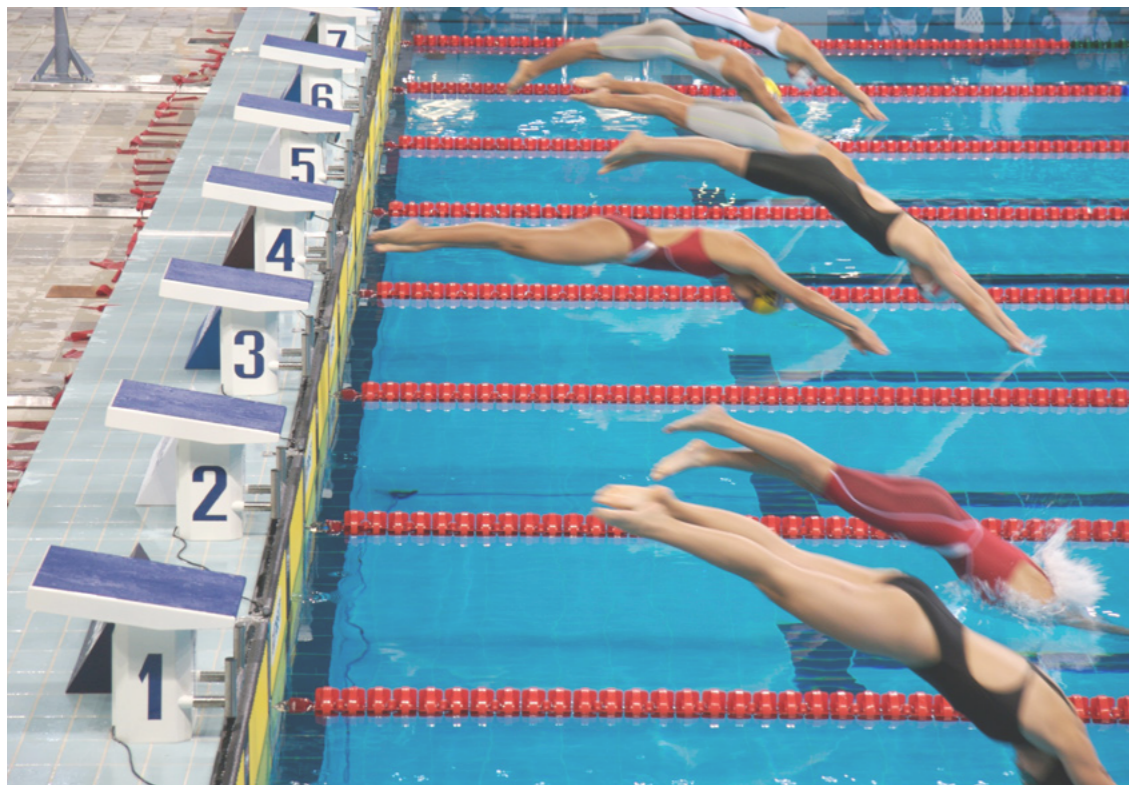


**ENRIQUE AVELLAN**  
Director Maktub  
**Alumnus Postgraduate Diploma in  
Sponsorship**

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The program exceeded all my expectations and gave me tools that generated value to what I can offer to my country professionally.

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## GENERAL INFORMATION

### Academic Degree

Postgraduate Diploma in Sponsorship from the Johan Cruyff Institute.

### Duration

6 months. 27 ECTS (weekly dedication of 10-12 hours).

### Start Dates

- September
- February

### Modality

Online.

### Language

English and Spanish.

### Tuition Fee

€ 3,875.-

### Payment Methods

Payment by installments available.

### Special Conditions

Discount for alumni and members of related entities.

### Enrollement

Registration open until the start of the program.

### 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](mailto:campus@cruyffinstitute.org)

## INTRODUCTION

The objective of the program is to develop your skills to acquire an in depth understanding of the areas of sponsorship and patronage. It offers strategic tools and specialized know how for your role as a sponsorship professional.

The Postgraduate Diploma in Sponsorship is designed to address strategic topics in creative industries, analyze effectively product management, and develop analytical and decision-making techniques from a global perspective.



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).

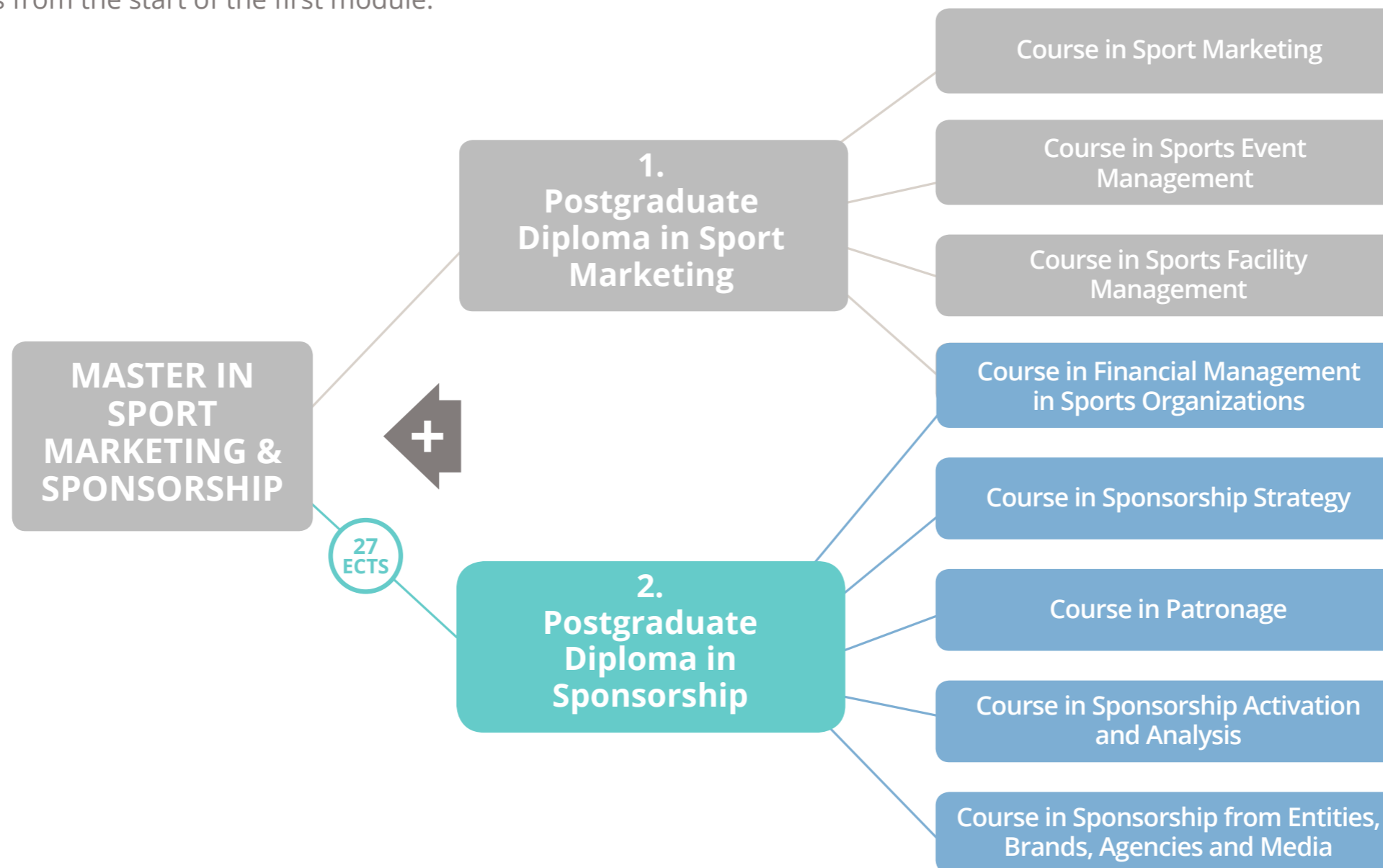


The Johan Cruyff Institute is member of the Catalan Sports Cluster (INDESCAT).

# PASSION FOR SPORT

## ACADEMIC ITINERARY

You have the option of studying the modules separately in short, specialized courses (in any modality). This way, you earn credits to obtain the postgraduate diploma. You can also obtain the Master of Sport Marketing & Sponsorship (60 ECTS) by completing this program, the Postgraduate Diploma in Sport Marketing, an optional module and the Master's final project in a maximum period of 3 years from the start of the first module.



Master = Postgraduate 1 + Postgraduate 2 + Specialized Modules + Business Plan

# PASSION FOR SPORT

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## This Postgraduate program is for you if:

- You're an (ex) athlete and are looking for specialized training in sport sponsorship to give your career a boost.
- You work in a marketing and/or sport management environment and want to deepen your knowledge in sponsorship and patronage.
- You wish to complete your education with a specialized postgraduate diploma in sponsorship and patronage applied to sport.

## LEARNING OUTCOMES

- Knowledge of the operating environment of sports organizations, functional areas and analytical tools.
- Knowledge, analysis and implementation of sponsorship and patronage strategies.
- Knowledge of qualitative and quantitative analysis & diagnostic tools for market research.
- Conversion of Ideas to Business in today's market.
- Entrepreneurship of business projects applying innovative, creative and social ideas.
- Knowledge of the basic digital marketing tools.
- Interpret financial statements of a sports organization.
- Adapting to new situations and resolution in globalized contexts.

## 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

- Sport 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 6ECTS

### SPONSORSHIP STRATEGY

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- Principles and values of sponsorship
- Relationship framework with stakeholders
- Determinants in sponsorship
- Corporate social responsibility in sponsorship
- Marketing and communication strategy in sponsorship
- Types of sponsorship
- Sponsorship in the Third Sector
- Sponsorship and technology
- Sponsorship of events
- The media in sponsorship

## MODULE 02 6ECTS

### SPONSORSHIP FROM ENTITIES, BRANDS, AGENCIES AND MEDIA

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- Win-win relationship between entities and brands
- The role of agencies in sponsorship
- Singular sponsorship: the Media
- Social networks: A new agent
- Sponsorship's legislative environment
- Developing a sponsorship program

## MODULE 03 6ECTS

### SPONSORSHIP ACTIVATION & ANALYSIS

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- Sponsorship assets
- Resources and activation channels in sponsorship
- ATL / BTL / POP strategies
- Target audience objectives
- Measurement and empirical analysis concepts
- The effectiveness of communication and sponsorship
- Sample framework
- Notoriety in advertising and sponsorship
- Commercial return (ROI / ROO)
- Measurement techniques and metrics
- Analysis of results

## MODULE 04 5ECTS

### PATRONAGE

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- Concept of patronage
- Fundraising
- Patronage and CSR
- Brand reputation and crises

## MODULE 05 4ECTS

### ECONOMIC AND FINANCIAL MANAGEMENT IN SPORTS ORGANIZATIONS

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- Interpretation of financial reports
- Analysis of financial statements
- Pricing and sales strategy
- Indebtedness, performance and profitability
- Financial strategy
- Stocks, outsourcing and risk management



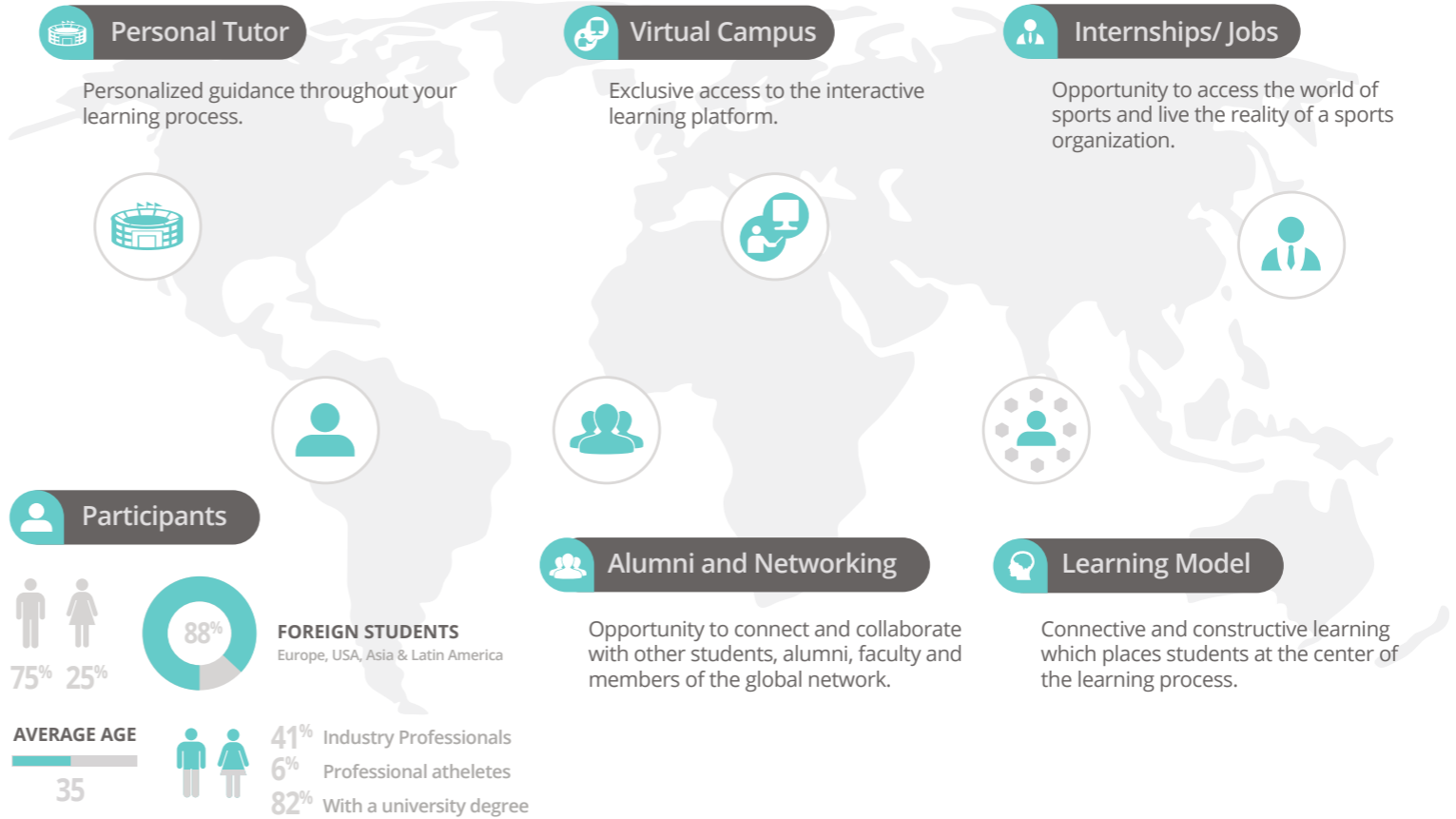
**Johan Cruyff**  
**Founder**



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



## VIRTUAL CAMPUS

As a student of the Postgraduate Diploma in Sponsorship you'll have exclusive access to the learning platform which allows you to monitor your academic progress 24 hours a day from anywhere in the world. The virtual campus offers a collaborative environment between professors, tutors 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.

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