



ONLINE 2016-2017

POSTGRADUATE  
DIPLOMA IN  
**SPORT  
MARKETING**

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EDUCATING THE NEXT GENERATION OF LEADERS  
IN SPORT MANAGEMENT



**ALBA RODRÍGUEZ NAVARRO**

Psychologist and national coach of Olympic shooting

**Alumnus Master in Sport Marketing**

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As an athlete, studying the PD in Sport Marketing Online has been a great experience thanks to the flexibility you get to combine training and studies. I recommend it to all athletes who aim to work within the sports world.

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# GENERAL INFORMATION

## Academic Degree

Postgraduate Diploma in Sport Marketing from the Johan Cruyff Institute.

## Duration

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

## Start Dates

- September
- February

## Modality

Online.

Also available blended (partially on campus in Barcelona in Spanish).

## Language

English and Spanish.

## Tuition Fee

€ 3,875.-

## Payment Methods

Payment by installments available.

## Special conditions

Discounts for alumni and members of related entities.

## Enrollment

Registration open until the start of the Postgraduate 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

In increasingly competitive markets, sport marketing has become an area of high impact for business success. As a result, the education of professionals in this sector is growing due to the demand for sport marketing specialists, both in business companies as in sports foundations, associations, federations and organizations.

This Postgraduate Diploma provides you with the appropriate tools and knowledge for your development as a sports marketing professional.



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).

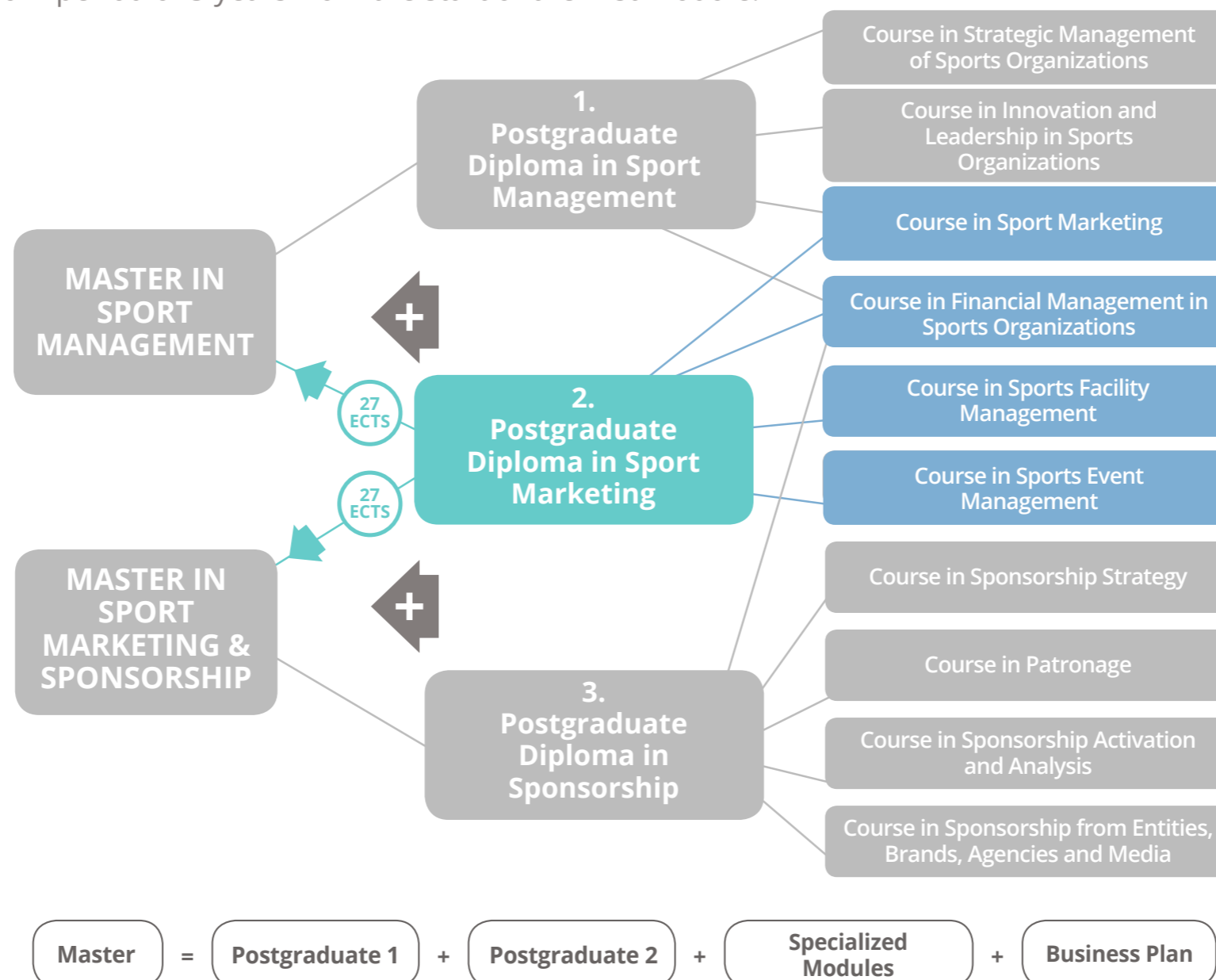


The Johan Cruyff Institute is member of the Catalan Sports Cluster (INDESCAT).

# PASSION FOR SPORT

## ACADEMIC ITINERARY

You have the option of studying the modules separately as short, specialized courses. This way, you can earn credits to obtain the postgraduate diploma. You can also obtain the Master of Sport Management (60 ECTS) by completing this program, the Postgraduate Diploma in Sport Management (32 ECTS, in any modality), an elective module and the Master's final project within a maximum period of 3 years from the start of the first module. And you can obtain the Master of Sport Marketing & Sponsorship (60 ECTS) by completing this program, the Postgraduate Diploma in Sponsorship (27 ECTS, online), an elective module and the Master's final project within a maximum period of 3 years from the start of the first module.



# PASSION FOR SPORT

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## This Postgraduate program is for you if:

- You are an (ex) athlete looking for training and certification in sport marketing to give your career a boost.
- You are working in a business and/or sports environment, and want to specialize in sport marketing.
- You want to complete your education with a specialized postgraduate program in sports marketing.

## LEARNING OUTCOMES

- Understand, analyze and implement marketing strategies, development strategies, launching and positioning of new products.
- Make decisions in relation to the components of product, price, distribution and communication.
- Understand the qualitative and quantitative analysis and diagnostics tools for sport market research.
- Understand, analyze and assess the role of digital communities and social media in sports organizations.
- Interpret financial statements of a sports organization.
- Optimize the management of a facility and sporting event

## 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**  
8ECTS

## SPORT MARKETING

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- Marketing vs. sport marketing
- Principles of marketing
- Sports market research
- Consumer behavior
- Sport marketing strategies and plans
- International sport marketing
- Brand development
- Advertising and communication in sports
- The future of sport

MODULE  
**02**  
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 & risk management

MODULE  
**03**  
15ECTS

## SPORTS OPERATIONS MANAGEMENT

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- **Event Management - 8 ECTS**
  - Event organization
  - Event assessment
  - Economic balance of an event
- **Facility Management - 7 ECTS**
  - Facility management
  - Financial budget of a facility
  - Facility assessment
  - The tender procedure
  - Risk management
  - Volunteer 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

- Personal Tutor**  
Personalized guidance throughout your learning process.
- Virtual Campus**  
Exclusive access to the interactive learning platform.
- Internships/ Jobs**  
Opportunity to access the world of sports and live the reality of a sports organization.
- Participants**  
75% Male, 25% Female
- FOREIGN STUDENTS**  
88% Europe, USA, Asia & Latin America
- Alumni and Networking**  
Opportunity to connect and collaborate with other students, alumni, faculty and members of the global network.
- Learning Model**  
Connective and constructive learning which places students at the center of the learning process.
- AVERAGE AGE**  
35
- 41%** Industry Professionals  
**6%** Professional athletes  
**82%** With a university degree

## VIRTUAL CAMPUS

As a student of the Postgraduate Diploma in Sport Marketing, 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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