

**EXPERT IN  
SPORTS  
MARKETING**



# EXPERT IN SPORTS MARKETING



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FutbolLab

# PRESENTATION

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If you want to be part of the staff in charge of further raising the technical and logistical capacity of the teams, our sports marketing expert

With the Sports Marketing Expert you will learn about it and its use to give added value to a club or individual. This same specialization and rigor is being applied to the training of professionals with our Sports Marketing Expert.

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## OBJECTIVES

1. Know the basic tools of sports marketing.
2. Perfect the technological tools for the efficiency of the resources of the business world through Sports Marketing.
3. Recognize, value and identify the strategies to develop, launch and position sports products.
4. Analyze and assess marketing strategies for the globalization of sports activity.
5. Know, analyze, and value the importance of communities digital and social networks in the sport company.



# MAIN INFORMATION

EXPERT COURSE ISSUED BY THE CATHOLIC UNIVERSITY OF AVILA



## ONLINE CLASSES

Access the content 24/7, during 5 months of the course, 36 ECTS (900 hours)



## OFFICIAL TITLE

Approved by the Catholic University of Ávila.  
- Validity: outside and inside Spain



## LANGUAGES

Taught in 2 languages:  
Spanish and English



## FINANCING

Single payment or in installments of 3, 6 or 12 months.

**COSTE: 1,485.00 €**

TRAINING UNITS: 6

START AND REGISTRATION: IMMEDIATE

This qualification has the same validity outside as within Spain, since it is a curricular title of studies, and protected by the Organic Law of Universities. No specific homologation or accreditation is required, since the Universities have the capacity to issue their own degrees, as stated in article 2.g) of the Organic Law on Universities 6/2001.



# INFORMATION ON THE TRAINING UNITS

The training units have an average duration of 6 ECTS credits, including the activities of that unit, the teaching methodology, are accompanied by demonstrative videos by teachers and experts, as well as complements of visual presentations, articles of interest and interviews with professional technicians, to achieve effective, deep and attractive learning. Likewise, it consists of continuous evaluations of activities by teachers.

Finally, the master will consist of a final project of 6 credits ECTS based on real cases.



# STUDY PLAN

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**M01** MARKETING AS AN OPPORTUNITY IN SPORTS (6 ECTS)

**M02** SPORTS MARKETING POLICIES (6 ECTS)

**M03** MARKETING PRODUCTIVITY. ACTIONS TO PERFORM (6 ECTS)

**M04** SPONSORSHIP IN SPORTS (6 ECTS)

**M05** MARKETING AS A VIA OF INCOME AND BRANDING (6 ECTS)

**M06** FINAL PROJECT (6 ECTS)



# TARGET AUDIENCES

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- **Coaches who have football experience.**
- **Trainers who are certified.**
- **Graduates or Bachelors in Physical Activity and Sports Sciences.**

Each of the program's lines of action are aimed at capturing and developing talent and aptitude within football.



# METHODOLOGY

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## VIRTUAL CLASSROOM | LEARNING COMMUNITY

### INDUCED DISCOVERY ACTIVITIES

Activities in which the student will be able to carry out a contextualized learning by working, in the Virtual Classroom and in a collaborative way, a real or simulated situation that will allow him to make a first approach to the different subjects of study.

### PRACTICAL APPLICATION ACTIVITIES

It includes problem solving, project development and similar activities that allow applying the conceptual, procedural and attitudinal aspects worked on in other parts of the subjects.

### INTERACTION AND COLLABORATION ACTIVITIES

Activities in which different topics related to the subjects of each subject will be discussed and argued and that will serve to guide the induced discovery process.

### PRESENTATIONS OF WORK AND EXERCISES

It includes the joint preparation in the Virtual Classroom and, where appropriate, the virtual defense of the works and exercises requested in accordance with the defense procedures established in the teaching guides.

### SEMINARS

It includes face-to-face or virtual attendance at small group sessions, dedicated to specific topics of each subject.





# METHODOLOGY

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## VIRTUAL CLASSROOM | STUDENT-TUTOR INTERACTION

### TUTORING

They allow direct interaction between teacher and student for the resolution of doubts and individualized advice on different aspects of the subjects.

### PRESENTATIONS OF WORK AND EXERCISES

It includes the individual elaboration and, where appropriate, virtual defense of the works and exercises requested, in accordance with the defense procedures established in the teaching guides.

### EVALUATION ACTIVITIES

More information in the "Evaluation" section.  
Information on this in the evaluation systems section.



# METHODOLOGY

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## **STUDENT'S AUTONOMOUS WORK**

### **INDIVIDUAL SELF-EMPLOYMENT ACTIVITIES**

Individual work of the materials used in the subjects, although supported by the resolution of doubts and construction of knowledge through a forum enabled for these purposes. This activity will be the basis for the development of debates, problem solving, etc.

### **PRACTICAL APPLICATION ACTIVITIES**

It includes individual work in problem solving, project development and similar activities that allow applying the conceptual, procedural and attitudinal aspects worked on in the other parts of the subject.

### **CRITICAL READING, ANALYSIS AND RESEARCH**

These are activities in which the student approaches the different fields of study with a critical eye that allows an approach to research. Examples include book reviews or article reviews and research projects.



# EVALUATION

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The student chooses the following evaluation system, according to their personal situation and training needs:

## **Continuous evaluation + TFE**

- 60% of the final grade is obtained through the activities that are proposed during the course and that will be assessed in "continuous evaluation"; the performance by the student of these activities will be subject to a verification check by the teachers.
- The remaining 40% of the final grade will be obtained from the Final Expert Work (TFE) that will be done at the end of the course.

The final project will encompass all the areas studied and will always involve the development of a real case, since at FutbolLab we want our courses to be aimed at the real training situation that technicians find in their teams at all times.

# EVALUATION

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## VIRTUAL CLASSROOM

The course is taught entirely online. They will be carried out through our virtual campus that is accessed from the official Futbollab website ([www.futbollab.com](http://www.futbollab.com)).

From there you can enter agendas, explanatory presentations, demonstration videos, analysis of the teachers, tasks that are sent to you and corrected by teachers.

## TUTORS

The teachers offer continuous tutoring, establishing telephone and/or videoconference tutoring, explaining any doubts that may arise. They guide your training evolution throughout the course, depending on your profile and level of dedication or study schedule.

As we have indicated, the syllabus, videos, articles, interviews with experts are part of your evolution in the course, so you will carry out periodic exercises that the teacher corrects to give you the clearest idea of the topic that is being worked on.



# EVALUATION

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At the end of the course you will carry out a final project that will encompass all the areas studied and that will always involve the development of a real case, since at FutbolLab we want our courses to be aimed at the real training situation that technicians find themselves in at all times. their teams.



UCAV



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# REGISTRATION PROCESS

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To enroll you just have to click on the Enroll tab, from there you will be asked to enter your personal data necessary for the academic record and in the final part of the process you will be able to choose the payment format for this program. Remind you that in this course

You can go at your own pace and do it according to your availability, as long as you do not exceed the maximum time to do it, which in the case of experts is 18 months.

But, if you still need more time, you must request authorization from the admissions department to extend a time, in the event that you obtain a positive response, the new agreed time will be automatically extended.



# PROFESSIONAL OUTINGS

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With the Sports Marketing Expert you can work on:

- Sport clubs.
- Sports companies.
- Sports sponsorship companies.



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# PROFESSIONAL OUTINGS

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## JOB BANK

Once you acquire the knowledge in Expert in Sports Marketing, you will be able to enter successfully and with all the necessary knowledge to apply for various jobs. From Futbollab, we appreciate your confidence in our system, which is why we have created a very special section.

Each of our students will be able to enter our job bank, which is made up of multiple institutions or clubs that are looking for professionals in the world of soccer to be part of their team. In this way, your skills will be exposed to potential employers.

Knowledge is formed with theory and practice! That is why we recommend that you be part of an organization that allows you to develop your abilities to the maximum accompanied by your knowledge acquired through our courses, masters or other study options. Enter the labor field with the best studies on the web!







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