EXPERT IN SPORTS SPONSORSHIP

FutbolLab

RCD ESPANYOL DE BARCELONA

UNIVERSIDAD CATÓLICA DE ÁVILA

UCAV

EXPERT IN SPORTS SPONSORSHIP

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PRESENTATION

With

University Expert in Sports Sponsorship

You will develop knowledge and skillful procedures for the management of sponsorships in the sports entity, its importance and the optimization and profitability for all parties of this fact, achieving economic and social effectiveness of both brands.

Consultations indicate that 5,000 million euros are invested worldwide in sponsorship every month. With ticket sales, merchandise and media, sponsorship is the marketing mix.

IT IS ADDRESSED TO:

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

OBJETIVOS:

- Know the sports sponsorship market and the key items.
- The added value of sponsorship in the sum of sports marketing.
- Measuring the impact of sponsorship through the media and market research.

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MAIN INFORMATION

EXPERT COURSE ISSUED BY THE CATHOLIC UNIVERSITY OF AVILA

ONLINE CLASSES

Expert course issued by the CATHOLIC UNIVERSITY OF AVILA

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 or 6 months.

COST: **1,336.50 €**

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.

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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 ECTS credits based on real cases.

STUDY PLAN

M01 Sponsorship as an opportunity in sport (6 ects)

M02 Sports sponsorship policies (6 ects)

M03 Sponsorship productivity. actions to enhance (6 ects)

M04 Sponsorship in sport (6 ects)

M05 Sponsorship as a means of income and branding (6 ects)

M06 Final project (6 ECTS)

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TARGET AUDIENCES

- **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.

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METHODOLOGY

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.

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METHODOLOGY

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 "Assessment" section on page 11 of this Master program.

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METHODOLOGY

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.

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EVALUATION

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

VIRTUAL CLASSROOM

The course is taught entirely online. They will be carried out through our virtual campus that is accessed from the official Futbollab page (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, the 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 subject being studied. working.

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REGISTRATION PROCESS

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, it is 18 months for Expert courses.

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.

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PROFESSIONAL OUTINGS

With this Expert, you will learn sophisticated soccer analysis techniques, but you will also access opportunities so that, once you graduate, you can participate in different institutions. This is a great advantage, since you will have the opportunity to share and expand the knowledge acquired in different fields, expanding your network of contacts.

You will be able to alternate with different sports federations within prestigious soccer clubs, among a wide variety of other organizations, in order to promote your skills and your growth on the field.

With the **Sports Sponsorship Expert** you can work on:

- Sports entities and organizations
- Advertising companies and sports sponsorship
- sports marketing agencies

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PROFESIONAL OUTINGS

JOB BANK

At the end of the degree, you will enter a large database so that you can apply for a job in Sports Sponsorship.

Our prestigious platform has national and international reach, and is constantly visited by a variety of soccer clubs in search of trained professionals, offering excellent remuneration.

With your registration, you are already on your way to being part of the most select soccer squad in the world. Not only will we provide you with the academic tools, but we will also introduce you to the most demanded and best paid field of work in sports.

Don't think about it anymore and start your career towards success.

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