

MASTER'S IN SPORTS MARKETING



CREDITS
60 ECTS



COMMENCEMENT
January



SEATS
25



DURATION
One Academic Year

Course Profile

The program of Master's in Sports Marketing is aimed at both professionals with many years of experience in this particular field, as well as recent graduates coming from a non-sporting background who explicitly wish to direct their careers towards a task area or business position in sports marketing and communication.

This program is aimed at those who wish to develop their understanding of marketing, and how it applies to the sport industry. It provides a comprehensive introduction to a range of generic marketing subjects and looks at how the principles and processes of marketing apply to the sports industry. The Master's in Sports Marketing program offers you the opportunity to study core sports management disciplines

of finance, enterprise, global sports business and strategy, while specialising in the area of sports marketing. The course is suitable both for professionals working within the sports industry and those with an appropriate undergraduate qualification who aspire to work in management and marketing roles within this sector. There is a dual focus on the marketing of sport and marketing through sport, with sports marketing being examined from the perspective of both rights holders (sports organisations) and sponsors. As the sports industry grows in size and complexity, there is increasing demand for qualified sports marketers and managers. Through a series of taught modules, a consultancy project and a dissertation, the course equips you with the theoretical knowledge and practical skills and understanding necessary to undertake a managerial career in the dynamic global sports market.

Teaching staff

- **Edouard Legendre**
Ogilvy Sponsorship Director.
Geometry Global Strategic Planning Director.
- **Alex Aranzabal, PhD**
Former President of S.D. Eibar.
- **Ramiro Lahera**
Marketing Director at 2014 Basketball World Championship.
Managing Director and Founder, Tactika Sports Culture.

Objectives

The Master's in Sports Marketing aims to prepare future professionals in the marketing sector for the role of creating sports marketing campaigns and programs, by emphasizing industry specific management and planning capacities.

To this end, the Master's addresses the acquisition of advanced training of a specialized nature, geared towards a professional qualification.

Barça Innovation Hub

Barça Innovation Hub highlights the knowledge accumulated by FC Barcelona over the years in the areas of team sports, sports performance, health and well-being, sports facilities, fan engagement, sports analysis and technology, as well as all those related to sport and its social impact.

Therefore, UCAM Spanish Sports University has included in the registration fee the opportunity to take one of the programs of Barça Innovation Hub that is closely related to each master's program.

Don't miss this opportunity to obtain knowledge from this referential organization in sports!



National Educational Trip to Murcia and Madrid

Besides the international study trip, students of Master's in Sports Marketing will also visit to various public and private sports institutions as well as facilities concerned with the organization of sporting events, of Madrid and Murcia. Throughout the duration of these visits, the students will also attend lectures related to the different subject matter of the course such as: practical knowledge of the organizational functioning and management of sports institutions and complexes; recognizing information systems and performance indicators; quality management model; human resources organization; identification of areas of management; etc.

Some of the sports venues planned to be visited are the following*:

- Spanish Olympic Committee (Madrid)
- Rayo Vallecano de Madrid (Madrid)
- Getafe Club de Fútbol (Madrid)
- Agrupación Deportiva Alcorcón (Madrid)
- The Sports Council (Madrid)
- Mutua Open de Madrid (Madrid)
- Ciudad de la Raqueta (Madrid)
- Centro Deportivo del Canal (Madrid)
- Reebok Sport Club (Madrid)
- La Manga Club (Murcia)
- Pinatar Arena Football Center (Murcia)
- UCAM CB (Murcia)
- Juan Carlos Ferrero - Equelite Sport Academy (Alicante)

**The management reserves the right to modify the facilities due to organizational necessity.*

Internship

During the course there will be a period where you have to do an internship, those will be in entities and sports clubs. You will be able to work closely with leaders of the sport sector, learn from them and improve your skills, meanwhile discovering different spheres of Sport Management. This opportunity will introduce you to the labor environment and also develop yourself as a specialist in this area.