



SPORTS MARKETING & SPONSORSHIP PROGRAM

- This program is designed for **professionals** who want to **combine work and study**.
- The objective of this program is to, update and specialize students in the sports marketing & sponsorship tools.

“ The current dimension of multidisciplinary and international sports requires professionals with new skills and innovative capacities. Our School supports this type of training, bringing together excellence and sport. ”

D. Emilio Butragueño
Director of Real Madrid Graduate School – Universidad Europea

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TOP 3 REASONS

- 60% of the students of the Real Madrid Graduate School are international, which adds a multicultural experience to the program
- Over 30 different nationalities in the classroom
- More than 65 Real Madrid executives are part of the faculty of the Real Madrid Graduate School

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KEY INFORMATION

GOAL:

The objective of the program is to train professionals in the world of **sports Marketing**.

WHO IS FOR?

This program is aimed at senior and intermediate managers of the Sports Industry who, on the course of their duties, need to develop and deepen the knowledge of sports Marketing.

COLLABORATORS:

Our program will let you learn from the best inside sports organizations and leading companies in sports-related disciplines.

LOCATION:

Campus Virtual

DURATION:

1ª Intake: May 2017 to August 2017
2º Intake: October 2016 to January 2017

SCHEDULE:

Online

PRICE:

4.100€



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PROGRAM

MÓDULO I. MARKETING AND COMMUNICATIONS

- Strategic and Operational Marketing
- Sponsorship in Sports
- Audiovisual Rights
- Sports and Society
- Sports and the Media

MÓDULO II. MARKETING AND COMMUNICATIONS (II)-

The Media

- Advertising Agencies
- Official Organizations
- Sports Rights
- Sporting Events and Brand Profitability
- Sports Clubs
- Sponsorship
- Brand and Identity Management

- Practical Application of a Communication Plan
- Social Network and the Community Manager
- Sports Content in the New Digital World

MÓDULO III. SPECIALIZATION IN ENTREPRENEURSHIP, SUSTAINABILITY AND SOCIAL RESPONSIBILITY IN SPORTS

- Strategies for Starting a Sports Business
- The Business Plan and Financing
- International Organizations in Sports for Development
- Corporate Social Responsibility and Sports
- Social Entrepreneurship in Sports
- Keys to Success and Failure

MÓDULO IV. MASTER'S THESIS

4 FACULTY

MANAGING BOARD

Pablo Burillo Naranjo

Doctor in Sports Sciences. MBA in Sports Management

PROFESSORS

D. Rafael de los Santos

Director del departamento de New Media del Real Madrid

D. Edouard Legendre

Director de Planificación Estratégica de la agencia Geometry Global, parte del grupo Ogilvy

D. Ramiro Lahera

Director General de Tactika Trail

D. Javier Ramírez Perdiguero

ARTID Advertising accounts management

D. Pedro Díaz Ridao

Executive Director, Inspirasports

D. Javier Tola

Managing Director Simply Sport

D. Pablo Vega

Career Director, Real Federación Española de Atletismo

COLLABORATORS

REAL MADRID CF

GETAFE CF

VALENCIA CF

LEGANÉS CF

ADA ALCORCÓN

REAL MADRID CF

ESTUDIANTES

FUENLABRADA BASKET

MOVISTAR CYCLING TEAM

BALONMANO ALCOBENDAS

INTER MOVISTAR FÚTBOL.
SALA

INNOCEAN (KIA - HIUNDAI)

HEINEKEN

MAHOU - SAN MIGUEL

KYOCERA

AUDI

BEIERSDORF

ADIDAS

KAPPA

GLOBAL MERCHANDISING
(ADIDAS - REAL MADRID)

TORNEO TENIS MADRID
MUTUA OPEN

R.F.E.F

C.O.E

TACTIKA TRAIL

SPORTSHIP MARKETING

HAVAS SPORT

WWP GROUP

POPIN GROUP

HEY GROUP

U FIRST SPORTS

FAN CONSULTING

OGILVY

GREY

380º AROUND MARKETING





The admissions process for **Universidad Europea Graduate School** programs can take place at any time during the year, although enrollment on any graduate program will depend on the availability of places.

For personalized advice, you can go to either of our university campuses (**La Moraleja** or **Villaviciosa de Odón**), or contact us by phone: **902 040 663** or e-mail: ueonline@uem.es to receive advice from the Graduate Admissions staff. For calls from outside Spain, please use this number: **+34 91 834 0192**.

The admissions process involves no costs or commitment for candidates until their place is formally reserved.

Real Madrid Graduate School - Universidad Europea reserves the right to cancel or delay the start of a graduate program if the required minimum number of enrolled students is not met. The University also reserves the right to make any necessary changes in timetables, faculty assignments, location and campus for the programs. For more information, please check the Graduate School Regulations.

Once candidates have received advice and have provided the necessary documentation, the Graduate Admissions staff will set a date for taking the entrance exams corresponding to the program they are interested in, and for a personal interview with the Master's Program Director or a member of the Admissions Committee.

ADMISSIONS COMMITTEE

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