

Currently, the development of a brand for any sporting activity has become one of the central pillars for success both at the sport and the business level. Marketing as a discipline allows us to approach sports with a professional eye from a commercial perspective in order to find and take advantage of all the opportunities that are present in the market. For its part, sponsorship or commercial use of a sports brand is the strategy that clubs, sports organizations, and even athletes use to get funding and resources for their development.

Based on the knowledge acquired in this program, Barça Universitas and James Condo will teach you how to plan, coordinate, and develop a marketing proposal, whether it be for a club, an event, or an athlete.

James Condo

EXPERT INSTRUCTOR



Assistant Athletic Director,
Development / Sr. Development Officer
@ FIU Athletics / FIU Foundation.



- **DELIVERY MODE ONLINE**
- **DURATION 4 MONTHS**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH, SPANISH, PORTUGUESE**

OBJECTIVES

Provide mastery of specific techniques and tools of marketing and sponsorship in the management and development of a sports brand

AIMED AT

- Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services).
- Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge.
- Professionals in general, interested in this subject.

LEARN TO

- Incorporate marketing as a discipline within the management of sports activities.
- Analyze, create and manage sports products and services.
- Identify and attract brands that invest in the sports market.
- Take advantage of opportunities to create public events with sports sponsors.

COURSES

Introduction to sports marketing

Sports marketing methods and tools

SPORT MARKETING PILLARS

Creating a sports marketing plan

Integration

The Certificate is composed of four one-month courses. This Certificate is completed sequentially (the course is enabled and each course is completed over a month).

Sports brand management

Finding potential sponsors

SPORTS SPONSORSHIP

Preparing and closing a sponsorship sale

Integration

Activation of sponsorship

Types of activation

SPORTS SPONSORSHIP ACTIVATION

Key sponsorship indicators

Integration

Management of products and services

Executing the products and services plan

SPORTS PRODUCTS AND SERVICES MANAGEMENT

Products development strategy

Integration

EXPERIENCE

All your learning experience will take place in an online platform where you will find all the resources you need to study:

LECTURES

which address the main topics.

VIDEOS

that deepen some subjects of the readings.

ACTIVITIES

to apply the content addressed in each module.

RUBRICS

that will evaluate you in each module.

ONLINE EXPERT

In every course, you will have the support and virtual follow-up of a subject-matter expert. This online expert will perform interventions throughout the different modules to ensure your learning, as well as the interaction with the rest of your peers.

In addition, he will be available in the forum and by internal messaging so that you can appeal to him as many times as you need.

FORUMS

where you can interact with your colleagues.

SELF-ASSESSMENTS

which will help you measure your learning progress.



BENEFITS

- **World-class content, designed by experts and sports-industry oriented for an immediate impact.**
- **Round-the-clock access to study material, wherever you want and from any device.**
- **Custom feedback for every individual and teamwork activity.**
- **Spaces of discussion and interaction with industry professionals from all over the world.**
- **Certificate of participation for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.**



BARÇA INNOVATION HUB

**CREATING A NEW GENERATION OF
SPORTS PROFESSIONALS**