



BARÇA
INNOVATION HUB
Universitas

PROFESSIONAL DIPLOMA
SPORTS MARKETING
AND SPONSORSHIP

100% ONLINE
8 MONTHS

LEARN FROM THE BEST | ENJOY A UNIQUE EDUCATIONAL EXPERIENCE | BECOME PART OF A GLOBAL NETWORK

INFORMATION

LEARN TO:

Understand how fans consume sports and sponsorships

Increase your knowledge about applications of sponsorships in marketing

Differentiate applications of sponsorships beyond marketing

Ability to understand how to evaluate sponsorships

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.



DELIVERY MODE ONLINE

DURATION 9 MONTHS

ACADEMIC DEGREE EXECUTIVE EDUCATION

DELIVERED IN ENGLISH AND SPANISH

PROFESSOR



James Condo

Assistant Athletic Director, Development / Sr. Development Ocer



Ricardo Fort

Experience as the only executive to lead the Global Sponsorship Departments of two FIFA and IOC sponsors: Visa and Coca-Cola. Creator of Sport for Fort Consulting, a company that helps sponsors, leagues, investors and athletes to invest successfully in sports.

PROGRAM

1. Sport Marketing Pillars

MODULE 1: Introduction to sports marketing
MODULE 2: Sports marketing methods and tools
MODULE 3: Creating a sports marketing plan
MODULE 4: Integration

2. Sports Sponsorship

MODULE 1: Sports brand management
MODULE 2: Finding potential sponsors
MODULE 3: Preparing and closing a sponsorship sale
MODULE 4: Integration

3. Sports Sponsorship Activation

MODULE 1: Activation of sponsorship
MODULE 2: Types of activation
MODULE 3: Key sponsorship indicators
MODULE 4: Integration

4. Sports Products and Services Management

MODULE 1: Management of products and services
MODULE 2: Executing the products and services plan
MODULE 3: Products development strategy
MODULE 4: Integration

5. What Fans Love and What Brands Sponsor

MODULE 1: Passion Points - The important things in life
MODULE 2: Passion Connectors - How fans consume their passions?
MODULE 3: The Different Types of Assets - Paid, Shared & Owned Assets
MODULE 4: The Non-Sponsor - Ambush Marketing

PROGRAM

6. Sponsorships Used as a Marketing Tool

MODULE 1: Buy Visibility - Brand awareness and the role of media

MODULE 2: Access to Content - Giving fans better live and virtual experiences

MODULE 3: Create Brand Love - Conquering hearts through advertising and social change

MODULE 4: Accelerate short-term results through promotions and trade activation

7. The Different Use Cases for Sponsorships

MODULE 1: Winning Deals - Sponsorship creating value to customers

MODULE 2: Workforce & Community - Making employees proud and neighbors happy

MODULE 3: Governments & NGOs - Governments & NGOs - The difficult conversations about regulations, sustainability, taxation, etc.

MODULE 4: Sponsorships for Soft Power - Using sponsorships to influence the world at large

8. What is a Successful Sponsorship

MODULE 1: Pre-Contract Evaluation - The estimated ROI of a sponsorship

MODULE 2: Managing Risk - The need of proper background checks

MODULE 3: Contractual Phase - Rights, obligations, morals clause and force major

MODULE 4: The After-Action Reviews - Evaluation & the difficult task to end a sponsorship

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.



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CREATING A NEW GENERATION OF SPORTS PROFESSIONALS

