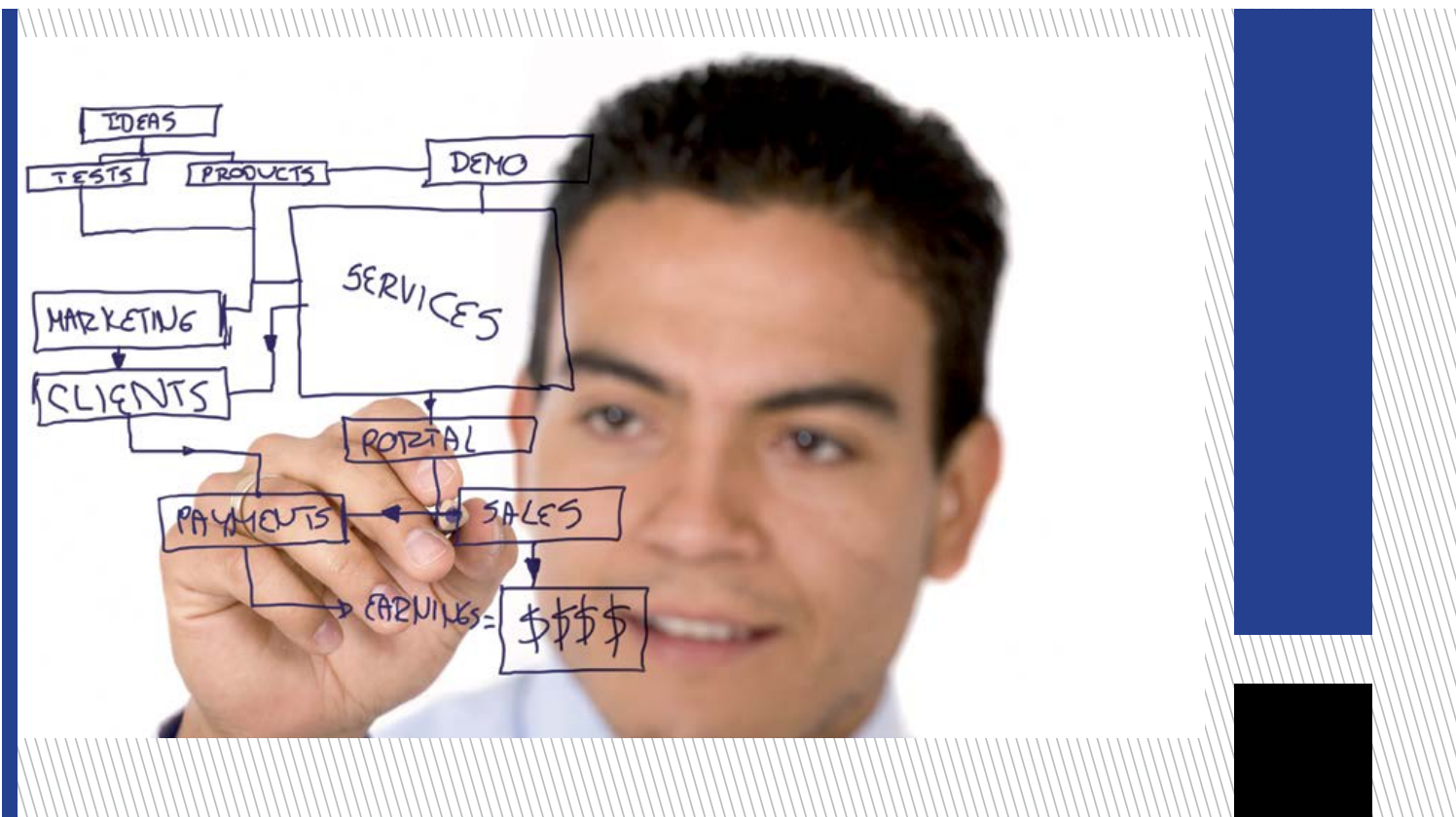




MASTER'S DEGREE IN SPORTS MARKETING



Type of graduate degree: Master's degree (official)

Academic Area: Marketing and Communication

Duration: 60 ECTS, from October 2014 to June 2015

Study mode: Campus-based

Schedule: Monday to Thursday, evenings

Language: English

Campus: Alcobendas (Madrid), with occasional activities in the Santiago Bernabéu Stadium

The sports sector is growing exponentially all over the world. It is also a hugely global industry.

There is a double connection between sports and the world of marketing and sales. On the one hand, there are an increasing number of companies whose business relates to sports, and which need an in-depth understanding of the right marketing and sales tools to achieve success in their competitive environment; and on the other hand, sports are by nature an excellent communications platform for companies in any economic sector, thanks to their extraordinary reach in the media and the values they transmit, and they can provide great added value to any company or brand associated with them.

Alongside more traditional marketing tools, concepts such as city marketing, community management of athletes and brands in social networks, new channels for exploiting sports rights, corporate social responsibility, and ever more varied forms of sponsorship define the profile of modern sports marketing.

Spain is one of the world centers of sports marketing and has some of the leading athletes and teams in the world's most popular sports. In recent decades the country has also organized many world-level sports events, leveraging the impetus of the Barcelona Olympics. Meanwhile, some of the most important individual and group sports rights contracts involve Spanish agents.

The **Master's Degree in Sports Marketing**, offered by **Real Madrid Graduate School** and **Universidad Europea**, is a pioneering international program in the field of sports marketing, designed to give international or Spanish students with a global and multicultural outlook the training they need to take advantage of professional opportunities in the combined fields of marketing and sports.

The Master's degree also offers the possibility of an internship in the Marketing Department of Real Madrid C.F. for the best-performing students in the program.

KEY INFORMATION

Designed for:

Students with a high level of English, with first degrees in:

- Sports Science
- Business Administration or Business Management and Entrepreneurship
- Marketing
- Any other holder of a higher education qualification who wants a career in sports marketing

The Master's degree is also especially suited as a private degree program for sports industry professionals who want to deepen and broaden their expertise in order to further their careers.

Qualification:

After completing the course, students receive the qualification of **Máster Universitario en Marketing Deportivo** from Universidad Europea de Madrid.

Duration:

October 2014 to June 2015. The Master's degree comprises 60 ECTS.

Language:

English.

Methodology:

Including regular activities and seminars online using the virtual campus tool.

Schedule:

Full-time program from Monday to Thursday, 5:30 p.m. to 9:30 p.m.

Internships:

The internship period will take place after or during the study program in companies collaborating with the course. At the end of this period, students will draw up a report summarizing their activities. Companies will select students after evaluating their CVs and the skills they have developed on the course. **The best students will have the option of taking their internships in the Marketing Department of Real Madrid.**

Facilities:

Campus Alcobendas. Universidad Europea with occasional activities at Santiago Bernabeu Stadium and other sport facilities.

"The master degree-program will give you a global vision of sports marketing industry, furthermore, will give you the tools and skills to develop yourself in this amazing world for people who love marketing and sports and wants to work on it".

Guillermo González.

Number 1 of the first academic year of the Master Degree in Sports Marketing. Real Madrid Graduate School - Universidad Europea

DIFFERENTIAL ASPECTS

- Unique program in Spain that provides access to official PhD. program according to the regulations of the European Higher Education Area.
- Prestigious professors from the business and academic world, highlighting the executives from the marketing area of the best club of 20th century.
- Innovative methodology, using online resources, case studies and based on situations that occur in the professional world of sports.





PROGRAM

The program is structured into theoretical and practical modules covering the discipline of sports marketing in all fields. After the theoretical program students will take a final module, during which they will complete their final thesis, and a practical module in companies in the sector.

Module I. The characteristics of sports marketing

- The conceptualization and categorization of sports marketing
- The function of marketing within sports companies
- Sports as a marketing tool
- The history and evolution of sports marketing

Module II. The image of sports and sports sponsorship

- Sports in the traditional media
- Sports on the Internet and social networks. Community Management for teams and athletes
- Sports sponsorship: conceptualization and categorization
- Sports sponsorship: corporate sponsorship policies and activation of sponsorship
- Sports and corporate social responsibility
- Personal image management for professional athletes

Module III. Market research in sports

- Analysis of the sports sector and competitors
- Analysis of clients
- Market research tools. Main studies
- Big Data applications in the world of sports

Module IV. Consumer behavior

- Typical characteristics of sports consumption
- The behavior of consumers of sports products and services
- The behavior of consumers of sports events
- Sports consumption in the hierarchy of needs

Module V. Sports marketing strategy

- Strategy in sports products and services
- Price strategy in sports products and services
- Distribution strategy in sports products and services
- Media strategy in sports
- Marketing-mix strategy applied to sports

Module VI. The sports marketing plan

- The sports marketing planning process
- Definition of the marketing plan: stages, structure, format and development
- The sports company marketing plan

Module VII. International sports marketing

- Internationalizing sports companies
- International sports events
- City Marketing
- International marketing strategies
- Sports marketing in professional leagues and the Olympics

Module VIII. Sports marketing and communication

- Strategic and operational marketing
- Sponsorship and patronage in sports
- Sports rights
- Sports and society
- Sports and the media

Module IX. Professional internships

Module X. Final thesis

FACULTY

PROGRAM DIRECTOR

PhD. Álvaro Fernández-Luna

Universidad Europea de Madrid

http://www.linkedin.com/profile/view?id=95258838&trk=nav_responsive_tab_profile

PROFESSORS

Professors of the **Master's Degree in Sports Marketing** include:

Ricardo Alonso

Marketing Director at Real Madrid CF

Juan Antonio Frutos

Head of Relationship Marketing at Real Madrid CF

Jorge de la Vega

Partnership Manager at Real Madrid CF

David Moracho

Director of Marketing Services at Real Madrid CF

Olivier Bara

Commercial Director of Facilities Management at Real Madrid CF

María Arranz

Vip Area - Corporate Hospitality Director at Real Madrid CF

Rafael de los Santos

New Media Director at Real Madrid CF

Marcos de León

Head of Marketing of Basketball at Real Madrid CF

Begoña Sanz

Sales and Marketing Director of Real Madrid CF

Julio del Río

Managing Director at Sportship Marketing

Ricardo de Diego

Marketing Senior Manager at KIA Motors Spain

Antonio Yuncal

Director of Corporate Marketing - Randstad

Ana Argote

Sponsorship and Events Director at Orange

Joan Sardá

CRM & New Marketing Projects Director at Mahou San Miguel

Ramiro Lahera

Former Director of Marketing for Madrid 2016 and the Spanish Basketball Federation

José Luis Arce

Project Manager at Octagon

Javier Mancebo

Director of Intelligence and Metrics at Havas Sports & Entertainment

Mónica Velayos

Research Manager at ADEGIS Media

Roberto García

Running Sales Specialist at Adidas

Yuri Morejón

Chairman & CEO at Comunicar es Ganar

José Moya

CEO at Sconsulting, Former General Director at Elche CF

Carolina Pina

Head Sports & Entertainment Area at Garrigues

PhD. Leonor Gallardo

Writer, Director and Senior Researcher at Research Group in Sport Management IGOID



OTHER GRADUATE PROGRAMS

Management:

- MBA - Master's Degree in Sports Management - in English
- MBA - Master's Degree in Sports Management (online) in English
- MBA In Sports Management and Entertainment
- MBA In Sports Entities Management "Alfredo Di - Stéfano"

Law:

- Master's Degree in Sports Law

Architecture:

- Master's Degree in Architecture and Sports Infrastructures

Marketing and Communication:

- Master's Degree in Sports Marketing
- Master's Degree in Communication and Sports Journalism
- Certificate Program in Marketing for Sports Management
- Master's Degree in Sports Marketing - in English

Physical Education:

- Master's Degree in Talent Identification and Development in Soccer
- Master's Degree in Athletic Training and Nutrition

Health and Sports Medicine:

- Master in Physical Therapy for Sports

More information: realmadrid.universidadeuropea.es

ADMISSIONS PROCESS

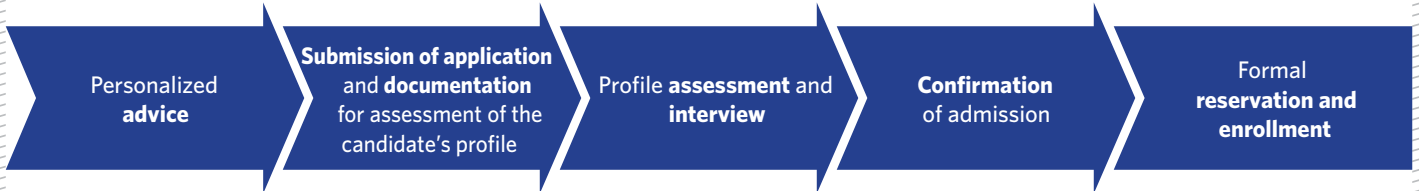
The admissions process for **Universidad Europea Graduate School** programs can take place at any time during the year*, although enrollment on any graduate program will depend on the availability of places.

For personalized advice, you can go to either of our university campuses (**Alcobendas** or **Villaviciosa de Odón**), or contact us by phone: 902 100 074 or e-mail: postgrado@uem.es to receive advice from the Graduate Admissions staff. For calls from outside Spain, please use this number: (+34) 917 407 272.

* (Consult specific exams) Only applies to the Dentistry Brochure.

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.

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





REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

The Real Madrid Graduate School - Universidad Europea is the first higher education center to specialize in sports and their relationship with management, health, physical activity, the media and leisure. It offers graduate programs aimed at university graduates and professionals from the various sectors linked to both professional and amateur sports, in five academic areas: Management, Marketing and Communication, Law, Physical Activity, and Health.

In all its graduate programs, this School replicates and transmits the extensive management experience that has led Real Madrid to become the world's leading club in terms of income, profits and solvency, together with the prestige, academic recognition and commitment to innovation of Universidad Europea.

The Santiago Bernabéu Soccer Stadium and Real Madrid Sports Complex host training activities on different occasions for the School's classes and workshops, while the day-to-day activities of the Club's executives make for the best kind of case study.

The School's training activity is based on three fundamental pillars: an international perspective, professional career-oriented approach, and the development of leaders.

As a result of the School's international ambitions, over the last six years it has established itself in 13 countries throughout Latin America, Africa, Asia and Europe, with over 1,000 enrolled students, and it intends to expand to other into other areas in the near future.

All the programs offered by the Real Madrid Graduate School - Universidad Europea programs are grounded in a system of daily hands-on learning in constant contact with the real professional world. This career-oriented approach is based on the multidisciplinary knowledge that characterizes sports management, and is one of the main premises on which the graduate programs are devised and taught.

Another of the School's objectives is to train specialist professionals capable of becoming leaders in any sports-related discipline.

UNIVERSIDAD EUROPEA GRADUATE SCHOOL

Universidad Europea gathers all its graduate studies under a single brand: the **Universidad Europea Graduate School**. The School brings together more than 140 graduate degree programs offered by the University's Schools, in 18 areas of knowledge as diverse as Business, Law, Fine Arts, Communications, Sports, Education, Healthcare, Engineering, Architecture and Construction.

Thanks to this initiative, the Universidad Europea Graduate School has one of the most varied and extensive academic offers among private higher education institutions in Spain. The programs include PhDs and Master's Degrees (official and specialist degrees), allowing you to obtain a recognized degree which is valid throughout the European Higher Education Area, and Master's Degrees and Certificate Course Programs, private degrees offered by Universidad Europea, adapted to the specific needs of the world of work in order to perfect professional skills.

True to its innovative nature, the Universidad Europea Graduate School promotes an international education model, with the aim of enhancing students' capacities and ensuring their employability. The success of its programs is reflected in the excellent employment rates of its graduates, with 90% finding jobs within a year of completing their studies. Moreover, according to Ministry of Education figures for 2011/12, it is the largest private university in terms of number of students.

LAUREATE INTERNATIONAL UNIVERSITIES

A strong international perspective:

Universidad Europea belongs to the Laureate International Universities network, leader in the higher education market, with 850,000 students spanning 30 different countries and 80 different institutions around the world.



UNIVERSIDAD EUROPEA

- Naturaleza jurídica: privada
- Año de fundación: 1995
- Estudiantes: más de 16.000
- Estudiantes extranjeros: más del 15%, 2.500 estudiantes extranjeros
- Profesores: más de 1.100
- Ratio profesor/estudiante: 1/16

OFERTA ACADÉMICA

- 40 Titulaciones de Grado
- 39 Dobles Grados
- 1 Triple Grado
- 140 Titulaciones de Postgrado
- 7 Facultades de Grado
- 4 Escuelas de Postgrado y 1 Escuela de Doctorado e Investigación
- 5 Centros de Excelencia de Investigación aplicada
- N° de convenios de prácticas y colaboración con empresas: más de 6.000
- Campus: Madrid, Valencia y Canarias

LAUREATE INTERNATIONAL UNIVERSITIES

- N° de instituciones miembro: 80
- Estudiantes: 850.000
- N° de países en los que la Red está presente: 30
- N° de empleados: más de 60.000

LAUREATE EDUCATION:
Europe | Latin America | North America | Asia Pacific | Middle East | North Africa

THE EUROPEAN HIGHER EDUCATION AREA

The creation of the European Higher Education Area (EHEA) means that from 2010 onwards university qualifications from all European countries guarantee equivalent academic programs, which entails **immediate recognition of qualifications anywhere in Europe**, mobility between countries and continual learning.

Official degree programs fall into two categories, **Bachelor's Degrees** and **Graduate Degrees**, with official graduate degrees being divided into 2nd and 3rd division studies. Specifically, Master's Degrees are taken in the 2nd division and **PhDs** in the 3rd division.

This new Higher Education structure at last enables those who have completed a 3-year Bachelor's Degree in engineering or architecture, for example, to access a PhD (3rd division) through a **Master's Degree**.



ALUMNI, FORMER UNIVERSIDAD EUROPEA STUDENTS

Our commitment to our students does not end when they graduate. Through Alumni, former Universidad Europea students can keep up to date with everything the Universidad Europea continues to offer them as a **professional partner**: job offers, special training, conferences, networking events, etc.

Networking is a key factor for entering the job market and achieving professional success. Through Alumni, students will be able to stay in touch with their professors and classmates in order to carry on sharing good ideas and experiences which reinforce the training acquired during the graduate programs.

We invite students to go to alumniuem.es and see what Universidad Europea can continue to offer them after graduation.



Why study a Master's Degree at Universidad Europea?

A **Master's Degree** allows you to continue your education and specialize in what companies are currently demanding, leading to a **recognized degree** that is valid in any European country and can be validated in any other country.

As well as offering official qualifications thanks to its university status, Universidad Europea adds an **international perspective** and **close links with the professions** and with reputable companies, unique characteristics that will open doors for students in the future.

CAREER AND PLACEMENT OFFICE

The main mission of Universidad Europea's Career and Placement Office (GOE) is to strengthen and develop the competence and professional profile of our graduate students, to ensure their future employment and career development as employees or self-employed professionals.

The Career and Placement Office's services include:

- Personalized advice relating to self-assessment and the development of professional competences
- Personalized guidance in the search for a job (in Spain and abroad) and in preparing or reorienting the student's career plan
- Specific career guidance capsules which complete and reinforce the graduate student's professional profile
- Professional networking events involving companies, recruitment consultants, entrepreneurs, etc., which help to build up your network of contacts
- Awards for start-up projects and specialist workshops with entrepreneurs

SCHOOL OF DOCTORAL STUDIES AND RESEARCH

Universidad Europea is firmly committed to research, one of the most important cornerstones of our commitment to excellence.

Therefore, we give particular importance to the **PhD programs** that are developed specifically at the University's School of Doctoral Studies and Research.

The PhD corresponds to the 3rd division of official university studies, leading to the acquisition of the scientific research-related competences and skills needed to earn the **official title of Doctor**.



Realmadrid

**Real Madrid
Graduate School**
Universidad Europea



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