

ue



Real Madrid

Escuela Universitaria

Real Madrid

UNIVERSIDAD EUROPEA

UNIVERSIDAD EUROPEA

Real Madrid

UNIVERSIDAD EUROPEA

Re

Private Master's Degree

in Sports Marketing and eSports Management Online

Specialise in Sports Marketing and eSports. You will become familiar with how to apply marketing strategies that need an in-depth understanding of the right content and tools to achieve your objectives in the sport sector.

Index

Introduction 3

What makes us different? 4

International School 5

Our students 6

Curriculum 7

Faculty 8

Programmes that facilitate your professional dreams 9

A unique Postgraduate School 10

Admissions process 11



Private Master's Degree in Sports Marketing and eSports Management

Introduction

The **Private Master's Degree In Sports Marketing and eSports Management** will explore, with a modern, hands-on and innovative approach, the different sport marketing contents and tools.

This programme provides you with a sports marketing specialisation that allows you to build a very specific profile within the field of marketing and communication in the sports industry. You can also enhance your professional profile in the marketing area by increasing your knowledge of the latest contents, tools, and strategies. This includes Digital Marketing, Fan Engagement, Artificial Intelligence applied to sports, Big Data and Business Intelligence, and Digital Transformation.

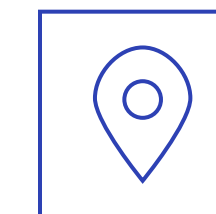
You'll learn about this new and growing sector that provides many opportunities both internal (gaming companies) and external (brands using Esports).

This **international Online Sports Marketing Master** is a 9-month programme that focuses on the field of sports mar-

keting, designed to give you a global and multicultural outlook and the training you need to take advantage of professional opportunities in the fields of marketing and sports.

Our flexible methodology allows you to combine online with unique **optional face-to-face experiences** in which you will be in direct and continuous contact with the business world of the sports sector and will provide you networking with industry professionals, teachers, and colleagues of multiple nationalities.

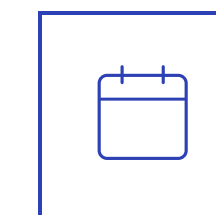
In the international stays, you will be able to choose between different destinations such as **London, New York, Italy** or **Portugal**, among others, where you will learn first-hand about the management model of leading sports organisations and events at a global level. In Madrid, at the beginning of the course, you will attend the Experiential Week where you will meet your teachers and classmates, visit the Real Madrid C. F. facilities, and attend masterclasses on sports marketing with leading professionals from the sports sector.



LOCATION
Virtual Campus



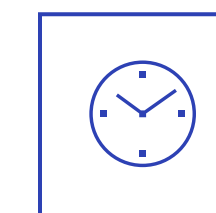
METHODOLOGY
Online with live classes



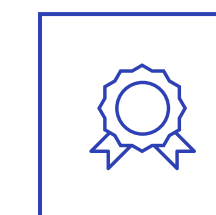
SCHEDULE
The online classes take place twice a week in the afternoon (Spain). The duration of the classes is approximately 1.5h, between 17:30h and 21:30h.



LANGUAGE
English



DURATION
9 months



ECTS
60



What makes us different?

International and specialised networking

An international programme that will allow you to foster relationships and contact with top international professions and students of multiple nationalities. This educational commitment will exponentially improve the scope and professional possibilities of our students.

Professional staff in the sector

The faculty is made up of active professionals from the most recognised companies in the sector, the same ones who will become a very valuable part of the students' network of contacts.

Invitation to the White Week Online

This event organised by the School is exclusively for our students. A week of unique lectures with leading sports industry professionals, elite athletes, and Real Madrid C. F. executives.

Madrid, revolutionizing the sports industry

Discover the most important aspects of the club. You will have the opportunity to get to know the Valdebebas Sports City from the inside, you will have access to the Real Madrid C. F. training facilities, and you will visit the Santiago Bernabéu stadium. You will also visit the city's main international sports entities and meet their executive managers.

London, the Sports Business pioneers in Europe

You will have the opportunity to do networking with executives from leading organisations, such as Chelsea F.C., or Wembley Stadium. From new professional contacts from different sectors and countries having met your classmates from around the world. Discover the rest of the trips that you can take part in.

Online Methodology

The online methodology focuses on the learner and on guaranteeing effective and personalised learning, always accompanying them so that they can achieve their objectives. Technology and innovation allow us to offer a dynamic and motivating environment, with the flexibility you need and the tools that ensure quality training. During the learning process, the student will have several resources such as:

- **Live virtual classes** that can be connected to from any from any place and device. These sessions are also recorded in case the student cannot attend or wants to watch them again. All exams are online, so you don't have to travel at any time.
- **You will have the support of our expert faculty** who will facilitate the learning process, as well as a tutor who will guide and help students to achieve their goals.
- **The student will obtain comprehensive training** based learning through real cases combined with theoretical and practical learning.



International School

The history of Real Madrid is an example of **vision, dedication and a pioneering spirit** that has inspired generations throughout the years. Its legend in the world of football has forged the most prestigious and respected sports brand on every continent. Real Madrid is a multicultural club open to all and a leader in the global sports industry.

In 2006, the club started its joint venture with Universidad Europea, sharing a great international vocation which is reflected every day on the campus.

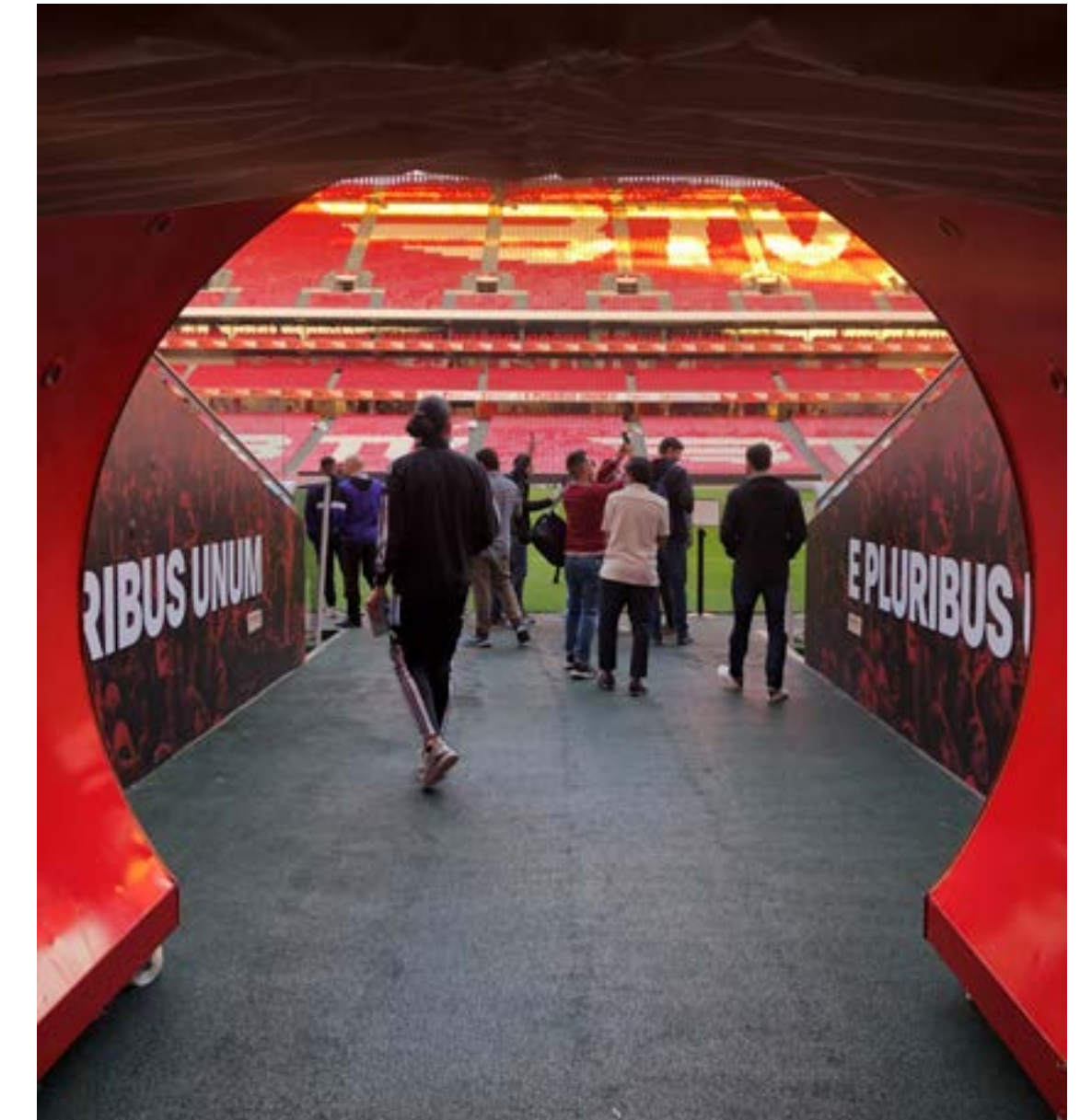
Nowadays, Escuela Universitaria Real Madrid Universidad Europea offers 32 graduate programmes with the mission of training the future leaders of the sports industry. Its academic quality has made the School become a key part



in how the sports sector has modernised over recent years, and there are more than 13.000 alumni working worldwide in the sector.

This year we'll receive around 1.000 students, with 78% of them coming from outside of Spain. The multicultural profile of the teaching staff and students, coming from more than 70 different nationalities, adds a unique value to our graduates.

Our open and multidisciplinary approach is evidenced by the experiences and opportunities offered by the School, such as the chance to study different management models from a range of sports, including getting to know the key



players within each sport and discipline.

We'll visit some worldwide renowned sports facilities, the headquarters of regulatory institutions in sports, and key players within the sports industry. The visits will include several work sessions with leading professionals, allowing students the chance to exchange opinions and deep dive in the 'know-how' of each organisation.

A unique chance to broaden your horizons and open your mind.

#GoBeyond

Our Students

Private Master's Degree in Sports Marketing and eSports Management

Students Profile

The master in Sports Marketing is an excellent choice for sports, marketing and communication professionals in business that want to develop their careers in the sports industry and use the programme to update their profile.

For admission to the master in Sports Marketing and Esports Management, the following is required:

- The candidate must have training in business administration, sport management, marketing, communication, advertising, sport science or related subjects.
- Candidates without previous training in this field will be reviewed and their previous demonstrable experience in this field of at least 6 months.





Academic Curricula

Private Master's Degree in Sports Marketing and eSports Management Online

Module I: Introduction to Sports Marketing (6 ECTS)

- Marketing 360° review. Updating contents, strategies, and tools.
- The sports industry: stakeholders, factors, and trends.
- Introduction to sports marketing; history and evolution.
- Sports Marketing: a new field for specialisation?

Module II: Market research and data intelligence applied to sports (6 ECTS)

- Introduction to market research.
- Quantitative research.
- Qualitative research.
- Research mindset and sources.
- The digital approach: big data and business intelligence for sports.

Module III: Digital marketing and digital transformation for sports (6 ECTS)

- Digital transformation in sports organizations.
- Digital marketing strategies for sports.
- Digital toolbox: how to use for sports.
- Social media management for sports.
- Monetization in the digital era.

Module IV: Marketing and communication strategies for sports (6 ECTS)

- Introduction to the communication process.
- Creativity and innovation for sports.
- Advertising management for sports.
- Fan engagement: the next challenge.
- Sports communication scenario: platforms, apparel, stakeholders.
- The sports industry marketing and communication trends.

Module V: Sponsorship management (6 ECTS)

- Sponsorship overview: the sports approach.
- Sponsorship strategies for sport organisations: theory and trends.
- Sponsorship activations and service to sponsors.
- Sponsorship case studies.

Module VI: Sport events organisation (6 ECTS)

- Sport events: definition, typology, stakeholders.
- How to manage and operate sport events.
- Marketing and communication for sports events.
- International sport events case studies.
- City marketing through sport

Module VII: Esports management (6 ECTS)

- The Esports industry after COVID: facts and figures.
- Esports management for sport properties.
- Esports: the corporate side.
- Gaming trends and future developments for Esports. Case studies.

Module VIII: The future of sports (6 ECTS)

- Welcome to the sportainment era.
- Sports and tourism: the unbeatable duo
- Sports and health: connecting the future.
- Women's sports: towards professionalisation.
- What to expect for the 2050 sports industry: are you ready?

Module IX: Impacting sports technologies in marketing (6 ECTS)

Module X: Marketing Plan (6 ECTS)

Faculty

Our teaching team

Sergio Cervantes

Head of Loyalty Programs at Real Madrid C.F.
Professor of module 1: Intro to Sports Marketing.

Ramiro Lahera

Managing Director at Ramla Sport.
President of Madrid Triathlon Federation.
Professor of module 1: Intro to Sports Marketing.

Alex Zusammen

Founder at Impulsyn.
Head of Marketing & Business at Los Sauces.
Professor of module 1: Intro to Sports Marketing.

Fiorella Cavalli

Market Manager for Spain in European Football, Women's Football and Player's Endorsements.
Professor of module 1: Introduction to Sports Marketing.
Professor of module 2: Market Research and Data Intelligence Applied to Sports.
Professor of module 3: Digital Marketing and Digital Transformation for Sports.

Antonio Bolaños

Former Managing Director at Volvo Ocean Race.
Professor of module 1: Introduction to Sports Marketing.
Professor of module 2: Market Research and Data Intelligence Applied to Sports.
Professor of module 6: Sport Events Organization.

Pablo Vega

Vicepresident Madrid Triathlon Federation.
Professor of module 2: Market Research and Data Intelligence Applied to Sports.
Sarita Saffon
Senior UX Research Consultant.
Professor of module 2: Market Research and Data Intelligence Applied to Sports.

Andres Mercader

Co-Founder Xeerpa.
Professor of module 2: Market Research and Data Intelligence Applied to Sports.

Ignacio Mochales

Director of Waterpolo League at the Spanish Swimming Federation.
Former Senior Project Manager at FIFA.
Professor of module 2: Market Research and Data Intelligence Applied to Sports.
Professor of module 8: The Future of Sports.

Oscar Ugaz

Strategic Director at Atomikal
Former Digital Business Manager at Real Madrid C.F.
Professor of module 3: Digital Marketing and Digital Transformation for Sports.

Manuel Dominguez

Partnership Associate at Double Tap.
Professor of module 3: Digital Marketing and Digital Transformation for Sports.

Fernando Ortiz

Social Media Executive at Real Madrid C.F.
Professor of module 3: Digital Marketing and Digital Transformation for Sports.

Zarif Rasul

Social Media Executive at Real Madrid C.F.
Professor of module 3: Digital Marketing and Digital Transformation for Sports.

Gonzalo Sobrini

Head of Social Media at Real Madrid C.F.
Professor of module 4: Marketing and Communications Strategies for Sports.

Jaime Dominguez

Chief Marketing Officer at World Football Summit.
Professor of module 4: Communication Strategies for Sports.
Professor of module 5: Sponsorship Management.
Professor of module 6: Sport Event Organization.

Kelly Cuesta

Brand Marketing and Communication Strategist.
Professor of module 4: Communication Strategies for Sports.
Professor of module 5: Sponsorship Management.
Professor of module 6: Sport Event Organization.

Felipe Mora

Senior Partnerships Executive at Socios.
Former Operations Executive at Real Madrid C.F.
Professor of module 4: Communication Strategies for Sports.
Professor of module 5: Sponsorship Management.
Professor of module 6: Sport Event Organization.
Professor of module 7: eSports Management.
Professor of module 8: The Future of Sports.
Professor of module 9: Impacting Sports Technology in Marketing.





Programmes that facilitate your professional dreams

Our values are present in all areas of the School's training: syllabus, methodology, teaching, internships and student-faculty relations.

The School's training offer includes **postgraduate programmes and university courses** that you can study together to develop your career and succeed in the sports sector.

Study to become one of the leading professionals in the sports industry thanks to our specialised programmes and acquire a double qualification by specialising your master's degree in Sports marketing with a specialisation and innovation course in the sports sector. Choose the area of specialisation that most interests you. You will enjoy online training, where you will have the opportunity to attend live masterclasses with experts from the sector.



■ Certificate Course in Sports Marketing and Digital Transformation



DURATION: **10 weeks**

METHODOLOGY: **online**

LANGUAGE: **spanish/english**

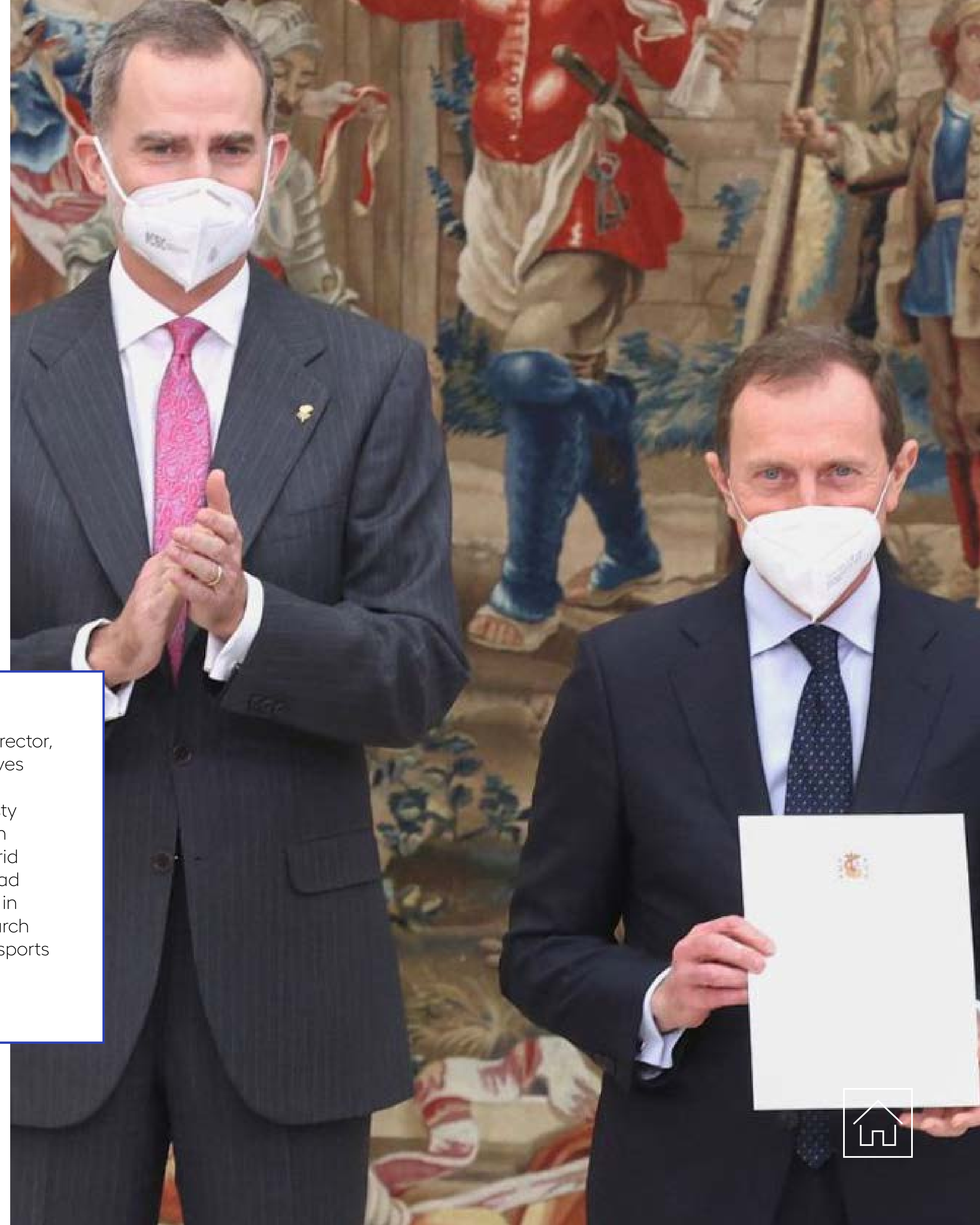


A unique Postgraduate School

Real Madrid Graduate School Universidad Europea was founded in 2006 with the aim of training the sports industry's future leading professionals.

The alliance between Real Madrid – the most successful sports club in history – and Universidad Europea, a leading holistic education institution in Spain, aims to boost professional development and modernisation in the sector through university education.

The graduate school's academic quality and strict standards are demonstrated by the 13,000 students that have already graduated over the past 17 years, many of whom are now working as successful professionals in different areas of the sports industry today.



In the image, our General Director, Mr. Emilio Butragueño, receives the National Sports Award Stadium Cup from his Majesty Felipe VI of Spain and Queen Letizia, granted to Real Madrid Graduate School - Universidad Europea for its commitment in “promoting education, research and professionalisation in all sports related areas.”





Admissions process

The admissions process for **Escuela Universitaria Real Madrid Universidad Europea** programmes runs throughout the whole year, although enrolment in all graduate programmes depends on the availability of places.

For personalised guidance, you can contact us via phone: **(+34) 918 340 912** or e-mail: **facultad.deportesonline@universidadeuropea.es** to receive advice from the Graduate Degree Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Graduate Degree Admissions staff will send them a date for taking the **entrance exams** for the programme they are interested in, and for a **personal interview** with the Programme Director or a member of the Admissions Committee.



-  **Personalised guidance**
-  **Sending in the application and documentation**
-  **Assessment of the profile and interview**
-  **Confirmation of admission**
-  **Formal reservation of a place and enrolment**



Escuela Universitaria Real Madrid

UNIVERSIDAD EUROPEA

facultad.deportesonline@universidadeuropea.es
realmadrid.universidadeuropea.es
Tel.: +34 918 340 192

Síguenos en:



Única institución educativa
en España certificada
como Bcorp



5 estrellas en Docencia,
Empleabilidad, Internacionalización,
Docencia online e Inclusión



Top 2 mejor institución
para el desarrollo
profesional de sus estudiantes



European Foundation
for Quality Management
(EFQM)