

COURSE IN

# SPORTS MARKETING AND DIGITAL TRANSFORMATION

100% ONLINE

Masterclasses with experts in sports marketing.

**TRAIN YOUR DREAMS**



Escuela Universitaria  
Real Madrid  
UNIVERSIDAD EUROPEA

# COURSE IN **SPORTS MARKETING AND DIGITAL TRANSFORMATION**

Become an expert in digital transformation in sports by studying our Course in Sports Marketing from Real Madrid Graduate School.

## **SPECIALISED TRAINING IN THE SPORTS SECTOR**

- You will understand the organisational structure of sports organisations and how to integrate digital marketing. You will acquire a strategic perspective of digitisation and digital marketing as a relevant component in the corporate strategies of sports institutions.
- You will learn about digitisation trends in the sports sector and its opportunities. You will know how to define the digital business planning process based on objectives, tactics, KPIs and targets.
- You will learn about the digital traffic generation models, their advantages and disadvantages and how they are oriented towards performance. You will study the models of online traffic generation through advertising.
- You will identify the challenges and opportunities that big data and the intensive use of analytics represent for the sector. el uso intensivo de analistas representan para el sector.



## **REAL MADRID GRADUATE SCHOOL**

- Universidad Europea - Real Madrid Graduate School is the world's leading graduate school in sport that offers a unique academic model.
- More than 13,000 graduates have been trained at the school, most of whom carry out their professional activity in the Sports Industry, having clearly contributed to the professionalization of the Industry at a Global level.
- We have been promoting the professionalization and modernization of the sports sector for more than 15 years since university training.

# 1

# What make us different



## MASTERCLASSES WITH EXPERTS IN THE SPORTS SECTOR

Receive an **exclusive and specialised education** to become an expert in the sports industry thanks to the **Real Madrid 100% Online Courses**. Make the most of the **live masterclasses** led by professionals in the sports sector that we have prepared for you.

**Every 15 days you will have the opportunity to attend these sessions** where different key areas of the chosen industry will be analysed in depth. We'll look closely at the challenges in this field and, with the help and expertise of experienced professionals, look to find solutions.

The content of these 5 masterclasses is focused on topics such as artificial intelligence, big data, esports and personal branding, among others. Get to know and learn the tools and technologies needed **to lead the digital transformation of the sports industry**.

Learn from inside the industry, thanks to the **pioneering Graduate School in the sports sector**.



## METHODOLOGY

Online didactics is the formation of the future and one of the best tools to learn. In this case, students will be able to access the course through the virtual campus whenever they want. All the material will be available from the beginning of the course and will have access for four months from that date to the virtual classroom to be able to carry out the course at your own pace.

The course consists of 4 teaching units with theoretical - practical and audiovisual content.



## STUDENT PROFILE

The course in Sports Marketing Online is focused on:

- Professionals who wish to carry out their work in the sports sector and need to understand the particularities of such a dynamic environment as digital in the sector. Because there are characteristics, limitations and challenges of the sector that the interested party must understand in order to have an advantage when starting to work in it.
- Professionals who already carry out their work activities in the sports sector, but who want to specialize and complement their training in marketing and digital transformation.



## TITLE

At the end of the course, the student will receive the Course in Sports Marketing and Digital Transformation certificate issued by Universidad Europea de Madrid



## DURATION

10 weeks. 100 hours.

# 2 Study Plan

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## **MODULE 1. RESEARCH, AUDIENCES AND CONTENT**

- Topic 1. Digital research to identify and set the main business drivers.
- Topic 2. Users and audiences segmentation to influence consideration.
- Topic 3. Content marketing as a strategy to generate visibility and conversion.

## **MODULE 2. DISRUPTION, DIGITAL ECOSYSTEM AND SOCIAL ENVIRONMENT**

- Topic 1. New opportunities through disruptive tools.
- Topic 2. Brand transformations in the new digital environment.
- Topic 3. Marketing through social platforms.

## **MODULE 3. INVESTMENT, MONETIZATION AND CONVERSION**

- Topic 1. Advertising and promotion opportunities.
- Topic 2. Contents monetization strategies.
- Topic 3. Conversion as a marketing goal.

## **MODULE 4. MARKETING, REPUTATION AND ANALYTICS PLAN**

- Topic 1. Developing a digital marketing plan.
- Topic 2. Tracking and controlling a sports brand.
- Topic 3. Web and Social Analytics, managing digital operations.

# 3

## THE REAL MADRID GRADUATE SCHOOL - UNIVERSIDAD EUROPEA

We are proud to once again be pioneers and to share with society such an exciting project as a university program dedicated to training professionals who are experts with specific knowledge and skills in areas such as health, management, communication, and physical activity, all of which are linked to sports.

Emilio Butragueño  
General Manager of the Real Madrid – Universidad Europea International School

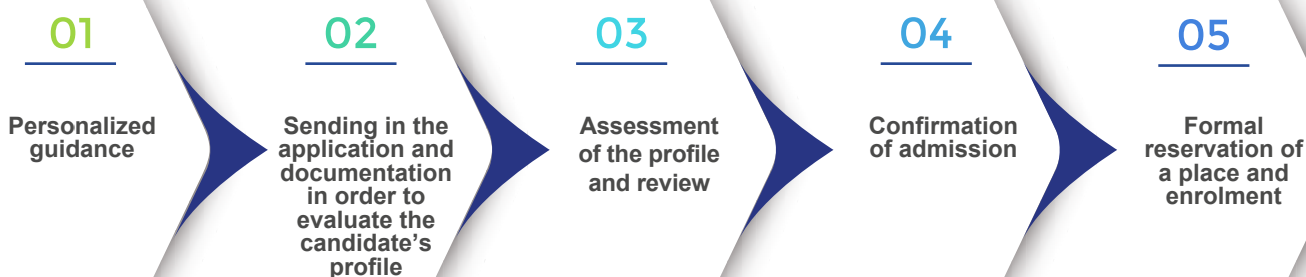
# 4 Admission Process

The admissions process for Real Madrid Graduate School- Universidad Europea programs runs throughout the whole year, although enrollment in all graduate programs depends on the availability of places.

For personalized guidance, you can contact us via phone: **(+34) 918 340 192** or e-mail: [ueonline@universidadeuropea.es](mailto:ueonline@universidadeuropea.es) to receive advice from the Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Admissions staff will send them a date for taking the entrance exams for the programs 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 does not involve any costs or commitment for candidates, until their place is formally reserved.**





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