

ue



Real Madrid

Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

Master's
degree in

Sports Marketing

Boost your career in Sports Marketing together with some of the most relevant professionals and sports organizations.

Program

Master's degree in Sports Marketing

Module I

Intervención administrativa en el deporte

- 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.
- Digital Marketing Strategy

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 Olympic
- Global Digital Marketing

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

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.

The University reserves the right to make any appropriate changes to the proposed teaching staff, the syllabus, or the venue where the postgrad course is to take place. The University also reserves the right to delay the start of the course or to cancel it if the minimum number of students is not reached.