



MASTER'S DEGREE IN SPORTS MARKETING



The only program in Spain that provides access to official PhD. program according to the regulations of the European Higher Educational Area.



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 program finishes with professional internships in the marketing and communications departments of sports-related companies and institutions, including none other than Real Madrid CF as well as other teams, sports marketing agencies and large companies that include sports in their marketing and communications strategies.

1 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.

2 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 to July. The Master's degree comprises 60 ECTS.

LANGUAGE:

English.

METHODOLOGY:

Campus based including external activities as visiting venues and participating in national and international sport events.

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.

TOP 3 REASONS WHY

OUR INTERNSHIPS

100%

of our students develop successful internships in recognized sport companies and institutions

OUR FACULTY

60

Real Madrid professionals took part in our programs as professors or tutors for the final master projects

REAL MADRID EXPERIENCE

Great experiences and visits networking with the best professionals in sports: Bernabéu Stadium, Adidas headquarters, Madrid Mutua Open, Barclaycard Arena, Spobis Conference, ISPO Exhibiton, Semana Blanca

3 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

“ 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



4 FACULTY

PROGRAM DIRECTOR

Ricardo García-Viana Brookes

Professor of Tourism, Marketing and Event Planning at the Universidad Europea de Madrid. Former indoor soccer professional

Begoña Sanz

Commercial and Marketing Director for Real Madrid CF

PROFESSORS

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

Ricardo Alonso

Marketing Director, Real Madrid CF

Juan Antonio Frutos

Head of Relationship Marketing, Real Madrid CF

Jorge de la Vega

Partnership Manager, Real Madrid CF

David Moracho

Director of Marketing Services, Real Madrid CF

Olivier Bara

Commercial Director of Facilities Management, Real Madrid CF

Celia Morales

VIP Area - Corporate Hospitality Director, Real Madrid CF

Rafael de los Santos

New Media Director, Real Madrid CF

Julio del Río

Managing Director, Sportship Marketing

Joan Sardá

CRM & New Marketing Projects Director, Grupo Mahou San Miguel

Ramiro Lahera

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

Roberto García

Running Sales Specialist, Adidas

David Torres

Football Specialist, Adidas

Yuri Morejón

Chairman & CEO, Comunicar es Ganar

José Moya

CEO at Sconsulting, Former General Director, Elche CF

Maurici Segú

CEO at Innovarout, Former marketing manager, Hotusa

Edouard Legendre

Geometry Global Sponsorship Director

José Miguel García

Chief Operations Officer at the Tennis Madrid Mutua Open

Javier Sobrino

Marketing lecturer and consultant

Pablo García

One Box Ticketing Supervisor

Oscar Ugaz

Sports Digital Business Manager and Speaker

Thomas Fricke

Football Consultant, part of the 2006 World Cup Organizing Committee

“ ”

FINANCIAL TIMES

The Spanish club with so many records is also in the vanguard in an entirely different field: business education.

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

The Real Madrid Graduate School - Universidad Europea is the first higher education center specializing in sports. The School offers graduate degree programs that have a direct connection to the practice of sports, athletes' health, sports communication and the management of institutions and companies related to sports. All of the programs are organized in **3 main areas: management & law, marketing & communication and sports & health.**

The school combines the management experience of the **world's leading sports club** in terms of revenue, results and solvency with the teaching experience and **innovation of the Universidad Europea.**

Thanks to this union, **Real Madrid's Santiago Bernabéu Stadium and Ciudad Deportiva** have become a university campus where part of the work sessions take place, and whose professors are the Club's executives and other professionals who use their daily activity as case studies.

This practical, multi-disciplinary training is one of the main characteristics of the graduate programs taught at the school. Additionally, all of the programs are linked to the professional reality that students will face when they finish their studies.

One of the school's basic pillars is to promote the students' **international focus.** The school has campuses in 12 countries in Latin America, Europe, Asia, and Oceania and the students have the opportunity to study abroad or carry out professional internships there.

The focus of all our activities and programs is to **train highly specialized professionals who have leadership skills in any of the disciplines related to sports.**

OUR PLAYING FIELD



More than 1200 students



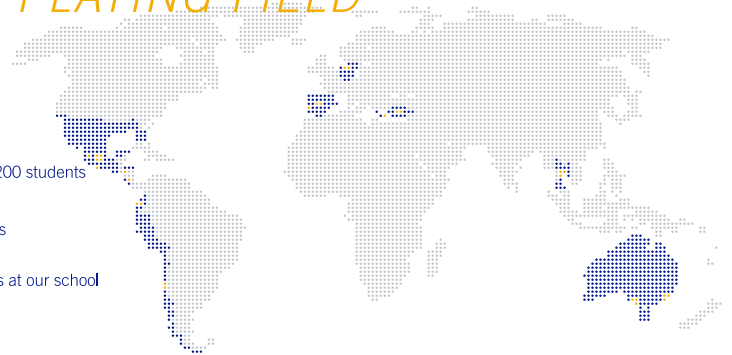
12 Universities



40 nationalities at our school in Spain



12 Countries



GRADUATE SCHOOL UNIVERSIDAD EUROPEA

Today, specialized postgraduate training is essential to increasing professional success and finding a satisfactory job, whether that be creating a job for yourself or improving the one you have. The constant updating of knowledge, strengthening knowledge through contact with the best professionals in each sector, performing internships, and international experience constitute essential elements in a quality post-graduate education. And it is just this type of education that the Real Madrid – Universidad Europea International School offers to its students. The first private university in Spain and the best soccer club of the 20th century join forces in an innovative project that promotes professionalism in a growing sector that has many options for global development.

The Universidad Europea, the largest private university in Spain, unifies all of its graduate studies under one single brand: the Universidad Europea Graduate School.

This school consists of over **140 degree programs** which are organized in **18 departments** which include Business, Legal, Art, Communication, Sports, Education, Health, Engineering, Architecture, and Building.

These degree programs include Doctor's Degrees and Master's Degrees, degrees which authorize you to practice a profession and specialized degrees, which will allow you to obtain an accredited degree that is valid in the entire European Higher Education Area. It is also possible to study Expert Master's Degrees and Programs, private degrees from the Universidad Europea which are adapted to the specific needs of the workforce.

True to its **innovative nature**, and with the aim of strengthening our students' abilities and guaranteeing their employability, the School promotes an international educational model, which is **career-oriented** and of **high academic quality**.

The Universidad Europea Graduate School, as part of the Universidad Europea, also belongs to the **Laureate International Universities network**, a leader in the higher education market, which operates in Europe, North America, Latin America, Asia, Africa, and the Middle East.

Thanks to this network, students may **study abroad** and teach in other prestigious educational centers all over the world. In fact, 20% of the School's students are international, which enormously enriches the exchange of experiences and the possibilities for networking with people from around the world.



EXCELLENCE

LAUREATE INTERNATIONAL UNIVERSITIES

With a strong international outlook:

Universidad Europea belongs to the Laureate International Universities network, a leader in the higher education market with students in 70 different institutions in 25 countries.



UNIVERSIDAD EUROPEA

- Legal status: private
- Year founded: 1995
- Students: more than 16,000
- International students: over 20%, 3,000 international students
- Professors: more than 1,100
- Professor/student ratio: 1/16

ACADEMIC OFFER

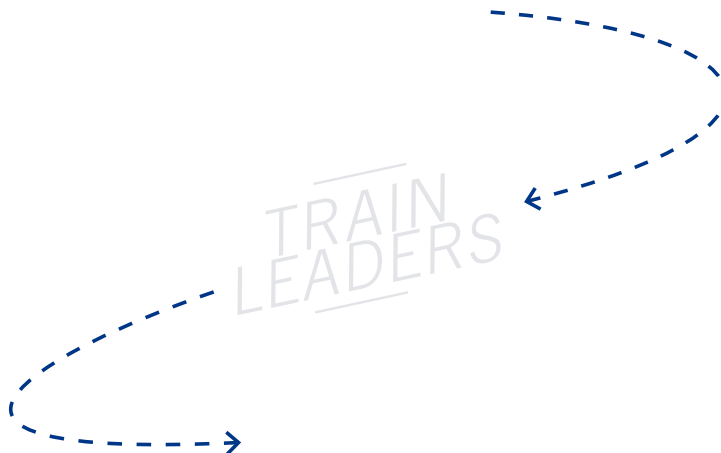
- 40 Degree Programs
- 39 Dual Degrees
- 1 Triple Degree
- 140 Graduate Degrees
- 4 Bachelor's Degree Schools
- 4 Graduate Schools and 1 School of Doctoral Studies and Research
- 5 Centers of Excellence for Applied Research
- Nº of internship and collaboration agreements with companies: over 6,000
- Campus: Madrid, Valencia and the Canary Islands

LAUREATE INTERNATIONAL UNIVERSITIES

- Nº of member institutions: 80
- Students: 1,000,000
- Nº of countries where the Network is present: 28

LAUREATE EDUCATION:

Europe | Latin America | North America | Asia Pacific | Middle East | North Africa



THE EUROPEAN HIGHER EDUCATION AREA (EHEA)

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 means an **immediate recognition of qualifications anywhere in Europe**, mobility between countries and continuity in learning.

Official degree programs are structured into **Bachelor's Degrees** and **Graduate Degrees**, with official graduate degrees divided into 2nd and 3rd stage studies. Specifically, Master's Degrees are taken in the 2nd stage and **Doctor's Degrees** in the 3rd stage.

This new Higher Education structure at last enables Bachelor's degree graduates, engineers and Bachelor's degree in architecture graduates to be admitted into PhD courses (3rd stage) through a Master's Degree.

Why study a Master's Degree at the Universidad Europea?

Master's Degrees let you continue your education and specialize in the subjects currently in demand from companies, obtaining an accredited degree that is valid in any European country and can be validated in any other country.

Universidad Europea degrees offer this official aspect because they are issued by a university, while adding an **international outlook** and a **close link to professions** and reputable companies, unique characteristics which will open doors for students in the future.

PROFESSIONAL
APPROACH





ALUMNI

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

Networking is a determining factor for successfully entering into the job market. Through Alumni, students can stay in contact with their professors and classmates in order to keep sharing good ideas and experiences, which reinforce the training acquired in their graduate studies.

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



Alumni
**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES

ADMISSIONS 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 go to either of our university campuses (**Alcobendas or Villaviciosa de Odón**), or contact us via phone: **(+34) 91 112 88 50** or e-mail: **escuelauniversitariarealmadrid@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 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 does not involve any costs or commitment for candidates, until their place is formally reserved.





**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES

**UNIVERSIDAD EUROPEA
DE MADRID**

CAMPUS
VILLAVICIOSA DE ODÓN
C/ Tajo, s/n
28670 Villaviciosa de Odón
Madrid

**UNIVERSIDAD EUROPEA
DE MADRID**

CAMPUS
ALCOBENDAS
Avda. Fernando Alonso, 8
28108 Alcobendas
Madrid

**UNIVERSIDAD EUROPEA
DE VALENCIA**

Avda. Aragón, 30
46021 Valencia
Valencia

**UNIVERSIDAD EUROPEA
DE CANARIAS**

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Reconocimientos de calidad

