



MASTER IN IN COMMUNICATION AND SPORTS JOURNALISM

The **Master in Communication and Sports Journalism** teaches what sports journalism is about and how it works, by analysing how the industry's professional and social dimension has evolved nationally and internationally, including its legal and economic aspects.

The Master programme trains students in journalistic work covering areas such as:

- **Print journalism.** Here key aspects of print and digital sports media production are dealt with acting according to the code of ethics of the journalism profession.
- **Television and sport.** Here methods and specific techniques are shown for televised coverage of sports events, along with how to produce specialised content for scheduling a channel or any other audiovisual platform.

- **Sports radio.** The use of technology in developing journalistic content in the world of sports is explored in depth. Oral presentation and radio commentating on relaying sports events is also dealt with.

- **Digital journalism and social networks.** New technology applications in sports journalism are transforming the industry and opening up new business opportunities.

- **Communication management in sports organisations.** Students are taught how to master the key aspects of managing a sports club, designing the fundamental aspects of its communication and decision making regarding the implications of communication when working with sports personalities and the media..

1 DIFFERENTIAL ASPECTS

- It involves actual contact with the profession. Placements are spent at Real Madrid matches and at the Club's facilities.
- Its training staff has proven experience in the industry.
- It equips students to perform their work (photographic cameras, video cameras, editing rooms, radio studios, television studios etc.).
- It has an international perspective.
- Work placements are spent with the club's own media, such as Real Madrid TV, press offices, the communications department or the Real Madrid Foundation.

2 KEY INFORMATION

AIMED AT:

The Master in Communication and Sports Journalism provides a specialisation for Journalism, Social or Audiovisual Communication graduates. It is also an interesting option for students from economics, social studies or sports studies backgrounds seeking to form associations with sports journalism and become leaders in the new working environments required by television, radio, digital environments and sports newspapers.

This is an ideal opportunity for graduates seeking a solid specialisation as part of a postgraduate qualification offering greatly enhanced employment prospects.

QUALIFICATION:

Upon completion of the course, students will receive the qualification of **Master in Communication and Sports Journalism**, awarded by **Universidad Europea de Madrid**.

DURATION:

60 ECTS Credits. From October to July.

METHOD:

Campus-based.

TIMETABLE:

Monday to Thursday, 10:00 to 14:00.

LANGUAGE:

English.

CAMPUS:

Villaviciosa de Odón, Madrid.

SUPPLEMENTARY EDUCATIONAL ACTIVITIES:

Santiago Bernabéu Stadium, Real Madrid Basketball Hall and Real Madrid C.F.'s training complex. (Valdebebas).

METHODOLOGY AND PLACEMENTS:

The methodology used in the Master is based on a combination of six modules whose content is both theoretical and practical, and in which sports and the media are explored in greater depth.

These modules are complemented with a Master's Dissertation, an external placement with media and sports organisations. Tuition consists of lectures and students creating their own radio and television programmes and blogs, taking photographs, video editing, covering sports events, and making video reports. Students will be able to hold open discussions with sports personalities and prominent media professionals. Thanks to role-play exercises, students will be exposed to real-life experiences faced by professionals in sports reporting: press conferences, interviews, communication strategies in the event of crisis, etc.

FACILITIES:

Universidad Europea makes a full range of facilities available to students:

- Journalistic writing classroom with an agency service, QuarkXPress, InDesign, Photoshop and WordPress.
- Television studios with a set, production control, virtual set and video-editing booths with AVID and Final Cut systems.
- Three radio studios complete with digital mixers and a content management system for actual broadcasting.
- Video cameras, photographic cameras and accessories needed for news coverage of different sports events.

TOP 3 REASONS WHY

PLACEMENTS



of students spend their placements with Real Madrid's

TEACHING STAFF

14

lecturers on the communication structure of Real Madrid.

PRACTICAL EXPERIENCE



News coverage of real Real Madrid events.

MODULE I. THE SPORTS JOURNALISM WORLD

- Social aspects associated with sport.
- New trends and current status of the sports market.
- Legal bases of sport.
- Economic bases of sport.

MODULE II. PRINT JOURNALISM

- News genres in sports journalism.
- Print and digital sports newspapers. Information on football and other sports.
- Sports writing in the general media.
- Regional editions. Specialist magazines. Multimedia environments.
- Agency sports journalism. Internet and combined editing.
- Photography in sports newspapers. Digital design and layout.
- Reporters and special correspondents. Coverage of major sports events.
- Columnist. Evolution and style of sports columns.
- Investigative and data journalism in sport.
- The transfer market in the world of football.

MODULE III. SPORTS RADIO

- History of sport on the radio in Spain.
- Sport of the radio today.
- Technological world of today's radio. Digital content management system and mixer.
- Multi-connection programs. "Carrusel deportivo [Sports Carousel]".
- Sports radio production.
- Daily sports programmes.
- Radio sports commentating.
- Radio sports interviews.
- Sports and their association with the radio.
- Sports radio and advertising.
- The voice as a communicative tool.

MODULE IV. TELEVISION AND SPORT

- Current television industry.
- Television audience indicators and workflows.
- Broadcasting rights and relaying of sports events.
- Use of digital camera and lighting equipment.
- Video editing and post-production in television. Editing in Avid.
- Production of sports television formats.
- Production of sports events.
- Creation and development of sports television programmes.
- Preparation of television reports.
- Television presenting. Auto-cue and body language.
- Television sports commentating.
- Television sports information. Sports information models, debate, opinion, interviews and correspondents.

MODULE V. DIGITAL JOURNALISM AND SOCIAL NETWORKS

- Online media world.
- Social networks and new trends.
- The world of sports blogs. Activities and case studies.
- Technological applications in sports journalism.
- Sports website structure.
- SEO positioning in sports journalism.
- Control tools in the use of social networks.
- Social network strategic analysis.
- Community manager sports media.
- Digital marketing on social networks.
- Personal branding and online reputation.
- Advertising strategy on digital media.
- Big Data and viewing data in the world of sport.
- Analytics, assessment and metrics.

MODULE VI. MANAGEMENT IN SPORTS COMMUNICATION

- Organisational chart and task distribution in a sports club (publications and communication).
- Sports marketing.
- Communication and managerial skills (leadership, decision making, negotiation and crisis management).
- Professions and sports professionals (writing for the radio, the web, press agencies, Ciudad Deportiva training complex and Real Madrid C.F. football and basketball press departments).
- Carrying out press conferences. Relations with sports personalities
- Sports protocol.

MODULE VII. MASTER'S THESIS

MODULE VIII. INTERSHIPS

4 PARTNERS

- Real Madrid C.F.
- Real Madrid TV
- Mediapro
- Agencia EFE
- Europa Press

“ What makes this programme special is that it offers the opportunity to rub shoulders with Universidad Europea's high-calibre, specialist lecturers, and the incentive of being able to experience a sports club such as Real Madrid close-up, along with its Ciudad Deportiva training complex, stadium, executives and players. ”

Luis Villarejo
Head of sports - Agencia EFE

“ At Universidad Europea you can implement any idea about writing a piece, and more easily so than with some pieces, thanks to existing media. High-quality teaching staff in terms of theory and professionalism. ”

José Aguado
La Razón Sports

“ The Real Madrid Graduate School - UE features quality tuition, going to great lengths to ensure students receive a well-rounded education. ”

Mariano Rodríguez
Mediapro



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.**

GRADUATE SCHOOL UNIVERSIDAD EUROPEA

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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.”

”

Juan Morote

Rector of Universidad Europea



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.



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 23 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
- N.º of internship and collaboration agreements with companies: over 6,000
- Campus: Madrid, Valencia and the Canary Islands

LAUREATE INTERNATIONAL UNIVERSITIES

- N.º of member institutions: 70
- Students: 1,000,000
- N.º of countries where the Network is present: 25

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

TRAIN
LEADERS



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

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DE CANARIAS**

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Reconocimientos de

