



# Syllabus. Development of women's football



## SYLLABUS

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Module 1. The challenges of women's football – Historical, institutional and cultural barriers

Module 2. The opportunities within women's football – Funding and focused investment

Module 3. Cause related marketing – Women's football and CSR

Module 4. Gender equality as a global brand – The future of women's football business

# Justification

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Football is arguably the most popular and one of the most developed sports worldwide, while being recognised, not only for its popularity, but also for its significant development as a thriving business sector. Within it, women's football has demonstrated a momentous and unprecedented growth around the globe, attracting the interest of fans, sponsors, policymakers, the media and investors. Nowadays, women's football is appreciated for its importance and potential as a business, which, combined with the multiplication of opportunities for its further growth, allows us to expect for a similar and impressive trajectory to continue.

In this certificate, we offer a broad and thorough examination of the development and the current state of women's football business, as well as an analysis of its potential for future growth driven by its increasing fandom and business potential that is being observed.

Professionals working or aiming to work within football clubs, sport governing bodies, sponsors, the media and marketing or commercial agencies undertaking this certificate, can learn how to better appreciate the business of women's football, in order to further develop and capitalise on the opportunities that can help it grow.

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# Objectives

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By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

## General objective

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To establish a wide appreciation of women's football business and its potential.

## Specific objectives

1

Understanding of how women's football business has evolved to date

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2

Understanding of how policy operates and drives women's football business

3

Understanding of fandom in women's football business

4

Understanding of how women's football business can grow

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# Skills

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The skills we hope you will develop throughout this course are:

## General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skills

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1. Understanding of the development and potential of women's football business
2. Ability to critically assess how policy has driven and can be managed in women's football
3. Capacity to carefully evaluate the role of fandom in women's football business

4. Skill of strategic thinking in identifying and analysing the potential advancement of women's football business

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# Criteria for participation and approval

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## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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# Module 1. The challenges of women's football – Historical, institutional and cultural barriers

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## Module 2. The opportunities within women's football – Funding and focused investment

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## Module 3. Cause related marketing – Women's football and CSR

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## Module 4. Gender equality as a global brand – The future of women's football business

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