



Syllabus. Sports Event Marketing & Brand Management



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- ☰ Module 1. The Sport Events Brand Ecosystem

 **Module 2. Creating Brand Equity for Sport Events**

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Justification

Sports events, leagues, and competitions are continuously evolving and expanding in response to changing sports consumers' preferences, technological advancements, and the increasing global reach of sports. These developments present exciting opportunities for growth and innovation, with new markets, new digital distribution channels, emerging sports, and evolving competition formats. To navigate this competitive landscape and uncover untapped potential, it is essential to understand the event brand ecosystem, adapt to market trends, cater to audience needs, and embrace modern technological, governance, planning, legacy, and sustainability approaches.

The programme places a strong emphasis on the strategic management of events, professional leagues, and competitions as unique brands, with the goal of effectively engaging target audiences. It recognises the significance of customer satisfaction and the evolving needs of consumers, while also addressing the profound impact of rapid technological advancements on the event management landscape. The certificate provides participants with a comprehensive understanding of the frameworks and strategies necessary for effective governance in sport events, professional leagues, and

competitions. It also ensures the long-term legacy of events, leagues, and competitions and fosters their social, financial, and environmental sustainability.

As the number of organised events across various sectors continues to rise, there is a growing demand for skilled professionals capable of strategically organising and managing sports events, professional leagues, and competitions. This programme equips participants with a well-rounded skill set, preparing them for diverse career opportunities in event planning, services and operations, marketing, brand management, and technology-driven event management. By incorporating governance and sustainability practices, programme participants will contribute to the positive impact of sport events, foster stronger stakeholder relationships, and establish a reputable position within the industry. Graduates of this programme will play a significant role in shaping the future of the event management industry, driving its overall development, and making meaningful contributions to society.

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Graduate profile

Upon completion of the certificate, graduates will be knowledgeable about event brand ecosystems, creating added brand value, audience engagement techniques, and the importance of customer services, needs, expectations, and satisfaction. They will be well-versed in sport event governance, including legal frameworks, ethical considerations, and accountability practices. They will possess the ability to secure long-term legacy and promote social, financial, and environmental sustainability within the industry. Graduates will also have a solid grasp of technological advancements in sport events, such as artificial intelligence, data analytics, digital fan engagement, and the emerging trends like e-sports and the metaverse. They will be equipped to plan and execute sport events, oversee logistics, implement marketing strategies, manage brand identities, and leverage technology to enhance the overall event experience. Graduates will contribute to the governance and sustainability of sport events by promoting ethical practices, ensuring accountability and transparency, and making data-driven decisions.

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Objectives

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

Capacity of planning, organising, and managing sport events, leagues, and competitions in a strategic and sustainable manner.

Specific objectives

1

Develop a comprehensive understanding of brand management and marketing in the context of sport events.



- 2 Foster the ability to manage service quality in sport events.
- 3 Provide students with the knowledge and tools to effectively govern sport events and ensure their long-term sustainability and legacy.
- 4 Equip with knowledge around technology and digitalisation in sport events.

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Skills

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

- 1** To effectively manage and market sport event brands.
- 2** To manage service quality in sport events, considering customer expectations and needs.
- 3** To effectively govern and promote sustainability in sport events.
- 4** To use technology and digital platforms in sport event management.

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Bibliography

Corraze, J. (1987) Las bases neuropsicológicas del movimiento [The neuropsychological basis of movement]. Paidotribo, Barcelona.

Cratty, B. (1974). Motricidad y psiquismo [Motor function and the psyche]. Miñón, Madrid.

Le Boulch, J. (1975). Hacia una ciencia del movimiento humano [Towards a science of human movement]. Paidós, Buenos Aires.

Le Boulch, J. (1989). El deporte educativo; psicokinética y aprendizaje motor [Educational sports; the mind in movement and motor learning]. Paidós, Buenos Aires.

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Criteria for participation and approval

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 Sport Events Brand Ecosystem

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Lesson 8 of 10

Module 2. Creating Brand Equity for Sport Events

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Lesson 9 of 10

Module 3. Event Brand Communications

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Module 4. Fan Engagement and Sponsorships

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