

Syllabus. People, Skills & Culture. Building the Digital-Ready Sports Organization

Justification

In today's increasingly digital and experience-driven world, the sports industry is undergoing a rapid transformation. The rise of streaming platforms, mobile-first fan engagement, social media interactivity, and data-driven personalization have created an urgent demand for organizations to deliver seamless customer journeys across digital and physical touchpoints. However, while technological tools are more available than ever, sports clubs, leagues, and federations often lack strategic alignment, execution capabilities, and skilled personnel to fully implement a holistic customer experience strategy. This module addresses that pressing need by preparing professionals to not only envision but also operationalize customer-centric digital strategies within the unique context of the sports business.

The labor market reflects a growing demand for digital strategists, CRM and data analysts, fan engagement managers, and digital transformation leaders within sports organizations—roles that blend technology fluency with business insight and customer empathy. Despite this, few educational programs offer a dedicated, applied curriculum focusing on the intersection of customer journey design, digital execution, and organizational capability in sports. By training future professionals to lead these efforts, this module responds to a significant educational gap while equipping graduates with the competencies to shape the political, social, and economic future of sport. From enhancing inclusion through better access and engagement to boosting commercial performance and cultural relevance, this module empowers learners to drive impact at every level of the sports ecosystem.

Syllabus Objectives

General objective

To equip learners with the strategic, technological, and organizational capabilities needed to design and implement seamless, data-driven customer experiences in the sports industry.

- Specific objectives

Analyze the digital behaviors, needs, and expectations of modern sports consumers to design effective and personalized customer journey strategies across digital and physical touchpoints.

Evaluate and apply technological solutions—such as CRM systems, marketing automation tools, data analytics platforms, and fan engagement apps—that enable the execution of seamless and scalable customer experiences in sports organizations.

Develop integrated digital strategies that align with broader organizational goals and promote collaboration across marketing, sales, operations, and IT departments within the sports industry.

Build the human and organizational capabilities necessary for digital transformation, including change leadership, cross-functional teamwork, and talent development strategies focused on customer-centric innovation.

Competencies

1. Design customer-centric digital strategies, integrating behavioral analytics, data, and technology to optimize the fan experience across all touchpoints.
2. Implement advanced technology solutions—such as CRM systems, marketing automation, and data analytics platforms—to create personalized and scalable experiences in the sports industry.
3. Lead digital transformation processes within clubs, leagues, or federations, fostering collaboration between commercial, operational, and technological departments.
4. Develop organizational and cultural capabilities geared toward innovation, promoting cross-functional teams, agile leadership, and a user-centric culture.

Graduate Profile

Graduates of this certificate program will be professionals capable of conceiving, planning, and executing integrated digital strategies that coherently connect the physical and digital worlds within the sports industry.

They will possess a strategic and operational vision of customer experience in digital environments, know how to select and implement key technologies for fan relationship management, and be able to lead teams and digital transformation projects focused on measurable results.

Their profile positions them to work as digital strategists, fan engagement managers, data analysts, digital transformation leaders, or consultants specializing in the development of customer-centric experiences within sports organizations, clubs, federations, or companies linked to the sports ecosystem.

Target Audience

This program is designed for professionals, executives, and entrepreneurs in the sports, technology, and marketing sectors who are interested in leading digitalization and customer experience transformation projects.

It is also geared towards communications, fan engagement, innovation, and business development managers in clubs, leagues, federations, startups, and agencies within the sports industry who seek to gain a comprehensive understanding of how to connect strategy, technology, and organizational culture to strengthen the bond between brands and their fans.

Syllabus

Module 1. Mindsets and culture the human foundation of digital transformation

Module 2. Skills of the future: digital capabilities for modern sports organizations

Module 3. The power of teams: cross-functional, multiskilled and heterogeneous collaboration

Module 4. Leading change: structures, talent models, and the role of leadership