

# Syllabus

## **MODULE 1. Direct and indirect sales digitization**

Unit 1.1: Sale to members, the general public and other groups.

Unit 1.2: Digitization of agencies and tour operators.

## **MODULE 2. Marketing strategy**

Unit 2.1: Acquisition channels.

Unit 2.2: Big data and dashboards.

## **MODULE 3. Digital business in sports**

Unit 3.1: The digital industry in sports.

Unit 3.2: Fan – Consumer.

## **MODULE 4. New digital trends**

Unit 4.1: Smart Stadiums.

Unit 4.2: E-Sports.

# Objectives

Setting objectives will allow you to have a better idea of what you intend to achieve by the end of this course's teaching and learning process. But the purpose is even more specific: we indicate what you must achieve, so that this knowledge contributes your training goals.

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

If you work through the course material as indicated, you will be prepared to achieve the following objectives:

## General objective

- Influence and lead change in terms of income and digital transformation in the context of the exploitation of venues in the football industry.

# Skills

We expect you to develop the following skills throughout the course:

## General skills

- Teamwork and collaboration: the ability to work with teammates to achieve shared goals and the synergy of a high-performance group.
- Capacity for analysis/reflection: the ability to methodically examine the various aspects of a particular context or situation and make an assessment.
- Creativity and innovative knowledge-based solutions: the ability to find alternative solutions to existing problems based on formal knowledge.

## Specific skill

- Manage all the commercial and marketing tactics of the B2C and B2B sales channels, within all the digital transformation in which the sports industry is involved.