

Syllabus: Customer focused monetisation strategies



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- ☰ Module 2. Ticketing strategies – Utility vs. Profit maximisation
- ☰ Module 3. Ticketing decisions – Pricing strategies
- ☰ Module 4. Merchandising – Licencing agreements and the value of licenced products

Justification

With the international sport industry developing faster than ever, the financial needs of sport organizations have been undoubtedly multiplying exponentially. Alongside and in response to this need, we also see the multiplication of opportunities for sport organizations to further generate and maximise their revenue, through the exploration, development and application of various contemporary and novel monetizing strategies.

In this certificate, we offer a broad and thorough examination of the monetizing strategies adopted by sport organizations, including all customer-focused, business-focused and alternative revenue generation strategies used within the sport industry. Professionals working or aiming to work within sport clubs, sport governing bodies, and marketing or commercial agencies undertaking this certificate can learn how to capitalise on sport fans', businesses' and other organisations' relationship and interest in sport, to further grow the sport organizations, utilise their assets and maximise their potential in generating revenue.

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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

To establish a wide appreciation of how sport organizations can generate and maximise revenue.

Specific objectives

1

Specific objective 1: Understanding of how sport organizations generate revenue from customers.

2

Specific objective 2: Understanding of how sport organizations generate revenue from other businesses.

3

Specific objective 3: Understanding of novel ways of gaining revenue.

4

Specific objective 4: Understanding of how fan engagement can be monetized.

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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

Specific skill 1: Understanding of the monetization landscape and potential of the sport ecosystem.

Specific skill 2: Ability to critically evaluate how sport can utilise their relationship with other organizations.

Specific skill 3: Capacity to identify creative opportunities for the maximization of revenue.

Specific skill 4: Strategic thinking in capitalizing fans' relationship with sport.

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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. Revenue models for sport organisations. How do sport entities make money

CONTINUE

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CONTINUE

Module 3. Ticketing decisions – Pricing strategies

CONTINUE

Module 4. Merchandising – Licencing agreements and the value of licenced products

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