

## **Program. From Roadmap to Reality – Executing the Seamless Customer Journey**

### **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**

Specific objective 1: **Analyze the digital behaviors, needs, and expectations of modern sports consumers** to design effective and personalized customer journey strategies across digital and physical touchpoints.

Specific objective 2: **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.

Specific objective 3: **Develop integrated digital strategies** that align with broader organizational goals and promote collaboration across marketing, sales, operations, and IT departments within the sports industry.

Specific objective 4: **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.

## Syllabus

Module 1. From vision to roadmap: structuring digital change in sports organizations

Module 2. Execution in action: delivering the roadmap through development work

Module 3. Agile in the sports context: driving change iteratively and collaboratively

Module 4. Milestone thinking: navigating between vision and execution