

Syllabus

Module 1: Trends, research and digital audit

1.1 Trends

1.2 Research and digital audit

Module 2: digital marketing strategy and Online branding

2.1 Digital marketing strategy

2.2 Online branding

Module 3: Communications

3.1 Unit 1

3.2 Unit 2

Module 4: Content plan and crisis management

4.1 Content plan

4.1 Crisis management



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

- Provide an introduction to the subject of Digital Marketing for sports executives within clubs or federations.

Specific objectives

- To be able to conduct a digital audit.
- To gain a basic understanding of data and the single view of the customer (SVC).
- To create a digital marketing plan.
- To understand how to build a brand online.
- To create a communications and content plan.

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

Increase your knowledge in Strategic Planning and creating a digital marketing plan