

# Syllabus: Professional Diploma in Digital Marketing, Sports & Events



## SYLLABUS

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- ≡ Objectives
- ≡ Competences
- ≡ Skills
- ≡ Criteria for participation and approval

## TOPICS


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- ≡ Course 1: Sport Marketing Pillars.
- ≡ Course 2: Sports Products and Services Management.
- ≡ Course 3: Sports Sponsorship.

 **Course 4: Sports Sponsorship Activation.**

 **Course 5: Communication Issues in Sports Organizations.**

 **Course 6: Public Relations in Sports Organizations.**

 **Course 7: Online Strategy, Branding and Communications.**

 **Course 8: Revenue Generation and Fan Engagement.**

# Objectives

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## Objectives

- Provide mastery of basic techniques and tools of marketing and sponsorship in the management and development of a sports brand.
- Provide managers with an essential understanding of the sports unique communications environment and help them gain skills in developing communication plans to achieve organizational goals.
- Provide an introduction to the subject of Digital Marketing for sports executives within clubs or federations.

## General objective

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To develop professional skills in digital marketing, sponsorship, and communication applied to the sports industry.

## **Target audience**

- Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services).
- Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge.
- Professionals in general, interested in this subject.
- Incorporate marketing as a discipline within the management of sports activities.
- Analyze, create and manage sports products and services.
- Identify and attract brands that invest in the sports market.

- Take advantage of opportunities to create public events with sports sponsors.
- Create an external communication strategy.
- Improve the public relations function in sports organizations, identify potential public relations threats and identify appropriate crisis response strategies to be executed via traditional and social media to rectify these issues.
- Create a digital marketing plan.
- Build a brand online.
- Create a communications and content plan.

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# Competences

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## Competences to be developed (You will be able to)

- Incorporate marketing as a discipline within the management of sports activities.
- Analyze, create and manage sports products and services.
- Identify and attract brands that invest in the sports market.
- Take advantage of opportunities to create public events with sports sponsors.
- Create an external communication strategy.
- Improve the public relations function in sports organizations, identify potential public relations threats and identify appropriate crisis response strategies to be executed via traditional and social media to rectify these issues.

- Create a digital marketing plan.
- Build a brand online.
- Create a communications and content plan.

**CONTINUE**

# Skills

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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.

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# Criteria for participation and approval

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## Participation criteria

During the 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

To pass each course, students are required to complete the activity proposed in the course and pass the final exam.

The student must achieve a final score of 70% or higher. This grade will be the average of the activity and the final exam.

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# Course 1: Sport Marketing Pillars.

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## Module 1: Introduction to Sports Marketing.

### Unit 1.1 Introduction to Sports Marketing.

**1.1.1** History and initial concepts of marketing.

**1.1.2** Sport business industry.

**1.1.3** Segments of the sport industry.

**1.1.4** Factors affecting the growth of the sports industry.

**1.1.5** Evolution of sport marketing.

## Module 2: Sports Marketing Methods and Tools

### Unit 2.1 Sports Marketing Methods and Tools.

**2.1.1.** Guidelines of marketing.

**2.1.2.** External factors.

**2.1.3.** Internal factors.

## **Module 3: Creating a Sports Marketing Plan**

### **Unit 3.1 Creating a Sports Marketing Plan.**

**3.1.1.** Marketing mix: the 4 P's.

**3.1.2.** Marketing mix: evolution.

**3.1.3.** Writing the marketing plan.

**3.1.4.** Cincinnati Reds - Sample marketing plan.

## **Module 4: Integration.**

**CONTINUE**

# Course 2: Sports Products and Services Management.

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## Module 1: Products and services management

### Unit 1.1 Products and services management

**1.1.1** Introduction to product management.

**1.1.2** Modern product management.

**1.1.3** Product manager: post definition.

**1.1.4** The different roles involved in product management.

## Module 2: Product and services plan execution.

### Unit 2.1 Product and services plan execution.

**2.1.1.** Pre-planning phase.

**2.1.2.** The SWOT analysis.

**2.1.3.** Examples and cases.

**2.1.4** Performance indicators.

## **Module 3: Product development strategy.**

### **Unit 3.1 Product development strategy.**

**3.1.1.** Objectives and strategies.

**3.1.2.** New product development.

**3.1.3.** The product management plan.

**3.1.4.** Product team management.

## **Module 4: Integration.**

**CONTINUE**

# Course 3: Sports Sponsorship.

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## Module 1: Sport Brand Management.

### Unit 1.1 Introduction to Sports Marketing.

**1.1.1** History and Initial Concepts of Marketing.

**1.1.2** Sport Business Industry.

**1.1.3** Segments of the Sport Industry.

**1.1.4** Factors Affecting the Growth of the Sport Industry.

**1.1.5** Evolution of Sport Marketing.

## Module 2: Prospecting for Potential Sponsorships.

### Unit 2.1 Sport Marketing Methods and Tools.

**2.1.1.** Guidelines of Marketing.

**2.1.2.** External Factors.

**2.1.3.** Internal Factors.

## **Module 3: Preparation and Closing of a Sponsorship Sale.**

### **Unit 3.1 Creating the Sport Marketing Plan.**

**3.1.1.** Marketing Mix: The 4 P's.

**3.1.2.** Marketing Mix: Evolution.

**3.1.3.** Writing the marketing plan.

**3.1.4.** Cincinnati Reds – Sample Marketing Plan.

## **Module 4: Integration.**

**CONTINUE**

# Course 4: Sports Sponsorship Activation.

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## Module 1: Phases of Sponsorship Activation.

### Unit 1.1 Sponsorship activation.

**1.1.1** Fundamentals of sponsorship Activation.

**1.1.2** Capture stage in sponsorship.

**1.1.3** Impression stage in sponsorship.

**1.1.4** Involvement stage in sponsorship.

**1.1.5** Appreciation stage in sponsorship.

**1.1.6** Commitment stage in sponsorship.

## Module 2: Sponsorship Activation Types and Maximization.

### Unit 2.1 Activation types.

**2.1.1.** Types of activation.

**2.1.2.** The importance of activation.

**2.1.3.** Referrals.

**2.1.4** Sponsorship activation measurement.

## **Module 3: Key Sponsorship Indicators.**

### **Unit 3.1 Key Sponsorship Indicators.**

**3.1.1.** Selling and prospecting indicators.

**3.1.2.** Web, email, and social media indicators.

**3.1.3.** Product indicators, cost of customer acquisition.

**3.1.4.** Brand indicator.

## **Module 4: Integration.**

**CONTINUE**

# Course 5: Communication Issues in Sports Organizations.

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## **Module 1: Describe the Role of Communication in Sports Organizations.**

**Unit 1.1 The Role of Communication in Sports Organizations.**

**Unit 1.2 Challenges Unique to Sports Organizations.**

## **Module 2: The History of Media in Sports Communication and Collaborating with Journalists.**

**Unit 2.1 How Media Outlets Differ.**

**Unit 2.2 Building Relationships with the Media.**

## **Module 3: Constructing Messages for Traditional and Digital Media.**

**Unit 3.1 Understanding Different Channels and Media Types.**

**Unit 3.2 Effective Uses of Social Media in Sports Organizations.**

## **Module 4: Create a Communication Strategy to Maximize Impact.**

### **Unit 4.1 The Importance of a Written Communication Strategy.**

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# Course 6: Public Relations in Sports Organizations.

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## **Module 1: The Foundation of Sports Public Relations.**

**Unit 1.1 Sports Public Relations Fundamentals.**

**Unit 1.2 Sports Public Relations and Messaging.**

## **Module 2: The Changing Landscape of Sports Public Relations: From a Sports-Information Model to an Active Communication Model.**

**Unit 2.1 Becoming Your Own PR Agency.**

**Unit 2.2 Managing Sports Public Relations.**

## **Module 3: Sports Public Relations and Crisis Communication.**

**Unit 3.1 Understanding Crisis Communication.**

**Unit 3.2 Crisis Response Strategies.**

## **Module 4: Sports Public Relations and Social and Digital Media.**

**Unit 4.1 Practicing Sports Public Relations with Social Media.**

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# Course 7: Online Strategy, Branding and Communications.

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## **Module 1: Trends, research and digital audit.**

### **Unit 1.1 Trends.**

### **Unit 1.2 Research and digital audit.**

## **Module 2: Digital marketing strategy and online branding**

### **Unit 2.1 Digital marketing strategy.**

### **Unit 2.2 Online branding.**

## **Module 3: Communications.**

### **Unit 3.1 Introduction to communications module.**

#### **3.1.1** Getting your message across.

#### **3.1.2** Online PR: the basics.

#### **3.1.3** Club Communications channels to market – Web and SEO, email, apps, social media, online advertising.

**3.1.4** Writing an effective press release.

**3.1.5** How to take a photo.

## **Module 4: Content plan and crisis management.**

**Unit 4.1** Content plan.

**Unit 4.2** Crisis management.

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# Course 8: Revenue Generation and Fan Engagement.

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## **Module 1: Data and resource.**

**Unit 1.1 Data and SVC.**

**Unit 1.2 Resource.**

## **Module 2: Sources of digital revenue.**

**Unit 2.1 Sources of digital revenue.**

**Unit 2.2 Specific focus on ticketing, merchandising and OTT**

## **Module 3: Fan engagement and eSports.**

**Unit 3.1 Fan engagement.**

**Unit 3.2 E-sports.**

## **Module 4: Fantasy gaming and Growing Attendance Model (GAM).**

**Unit 4.1 Fantasy gaming.**

**Unit 4.2 Growing attendance model.**

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