



Professional Diploma in Sports Marketing and Sponsorship



SYLLABUS

- ☰ Proposal justification
- ☰ Objectives
- ☰ Skills
- ☰ Criteria for participation and approval

TOPICS

- ☰ Contents

Proposal justification

Currently, the development of a brand for any sporting activity has become one of the central pillars for success both at the sport and the business level.

Marketing as a discipline allows us to approach sports with a professional eye from a commercial perspective in order to find and take advantage of all the opportunities that are present in the market.

Sponsorships have become one of the most common tools to connect brands with their consumers and customers and accelerate business growth.

When properly used, they can be one of the most effective tools to drive growth for all sorts of companies.

This diploma will cover all the areas above with simple and clear guidelines for extracting maximum value of any sponsorship.

Professionals working for sponsors, rightsholders, and agencies will learn what they need to do to buy better, and be more effective in selling and managing sponsorship programs.

CONTINUE

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 develop a broad understanding of how to use sponsorships to drive business growth.

Target audience

Professionals of all backgrounds interested in working with sports and entertainment sponsorships.

[CONTINUE](#)

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

Understand how fans consume sports and sponsorships.

Increase your knowledge about applications of sponsorships in marketing.

Differentiate applications of sponsorships beyond marketing.

Ability to understand how to evaluate sponsorships.

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.

CONTINUE

Criteria for participation and approval

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."

CONTINUE

Contents

Course 1: Sport Marketing Pillars —

- Module 1: Introduction to sports marketing.
- Module 2: Sports marketing methods and tools.
- Module 3: Creating a sports marketing plan.
- Module 4: Integration.

Course 2: Sports Sponsorship —

- Module 1: Sports brand management.
- Module 2: Finding potential sponsors.
- Module 3: Preparing and closing a sponsorship sale.
- Module 4: Integration.

Course 3: Sports Sponsorship Activation —

- Module 1: Activation of sponsorship.
- Module 2: Types of activation.
- Module 3: Key sponsorship indicators.
- Module 4: Integration.

Course 4: Sports Products and Services Management —

- Module 1: Management of products and services.
- Module 2: Executing the products and services plan.
- Module 3: Products development strategy.
- Module 4: Integration.

Course 5: What Fans Love and What Brands Sponsor —

- Module 1: Passion Points - The important things in life.
- Module 2: Passion Connectors - How fans consume their passions?
- Module 3: The Different Types of Assets - Paid, Shared & Owned Assets.

- Module 4: The Non-Sponsor – Ambush Marketing.

Course 6: Sponsorships Used as a Marketing Tool —

- Module 1: Buy Visibility - Brand awareness and the role of media.
- Module 2: Access to Content - Giving fans better live and virtual experiences.
- Module 3: Create Brand Love - Conquering hearts through advertising and social change.
- Module 4: Accelerate short-term results through promotions and trade activation.

Course 7: The Different Use Cases for Sponsorships —

- Module 1: Winning Deals - Sponsorship creating value to customers.
- Module 2: Workforce & Community - Making employees proud and neighbors happy.
- Module 3: Governments & NGOs - The difficult conversations about regulations, sustainability, taxation, etc.
- Module 4: Sponsorships for Soft Power - Using sponsorships to influence the world at large.

Course 8: What is a Successful Sponsorship —

- Module 1: Pre-Contract Evaluation - The estimated ROI of a sponsorship.
- Module 2: Managing Risk - The need of proper background checks.
- Module 3: Contractual Phase - Rights, obligations, morals clause and force major.
- Module 4: The After-Action Reviews - Evaluation & the difficult task to end a sponsorship.

[CONTINUE](#)