



# Master in Global Sports Marketing

**2021-2022**



## Key Facts

### THE BEST ENVIRONMENT TO BUILD YOUR FUTURE IN THE GLOBAL SPORTS INDUSTRY.

“Gain firsthand experience and expertise in one of the world’s most influential brand.

Forge real connections, gain authentic insights and acquire practical skills that will enable you to really stand out on a global level.”

- > Not just a Master, a career booster.
- > A highly selective group of maximum 25 students.
- > Intensive 15-month program: 1 academic year + 6 months internship.
- > Classes taught 100% in English.
- > Location: LaLiga’s Headquarters.
- > Global approach: This program offers a truly global vision of sports business and soccer industry by adding important components from very diverse local market.
- > Site visits, interactive experiences and trips to:
  - USA (New York)
  - India (New Delhi)
  - UK (London)
  - Germany (Frankfurt, Cologne)
  - Spain (LaLiga’s Clubs and other Sports Entities)
- > We aim to identify, inspire, challenge and set on the right track the future protagonists of the sports industry, the ones that are going to extract from today’s trends the seeds of the future growth of the football business and the sports industry at a global scale.

### WHY CHOOSE LALIGA BUSINESS SCHOOL FOR A DEGREE IN SPORTS (OR SPORT DEGREE)?

- > Know – how/ LaLiga Values.
- > Learning from the inside of one of the top leading brands and one of the most competitive industries in the world.
- > Classes taught by the professionals of LaLiga and the sports industry.
- > Truly international vision with local roots.

### SECURING THE RIGHT INTERNSHIP:

Our Internship department will ensure you get the right internship that will allow you to strengthen and match the acquired theory to implement learnings in a challenging-business environment. Constructing a solid network and opening opportunities for the future. Our team will help you with several services:

- > Introduction to hiring practices, including CV preparation.
- > Interview skills.
- > Continued support while you’re conducting your internship.

### **PURPOSE OF THE INTERSHIPS:**

- > As a 6-month extension of the academic course, the internship must represent the opportunity to apply your lessons in actual businesses with real outcomes.
- > Working on a specific project for LaLiga, for a sports entity or for a brand related to sports will provide the perfect platform and environment to test and polish learnings at the same time you forge connections and nurture a strong network of sports industry professionals.
- > More than any other school, LaLiga opens the door of great businesses to work for (football teams, sports institutions, communication groups, sponsors, etc.), gives access to great experts and professionals to learn from.
- > LaLiga Business School's objective is to provide to its students the real-world experience at the main leading sports organizations, which plays a vital role in their education.
- > Our students have the opportunity not only to develop strong professional skills, valuable industry connections and real-life awareness of industry standards, but also to be part of the creation and coordinating projects within the companies.

### **CAREER DEVELOPMENT:**

Entrepreneurship and development of different projects within the main players of the sports industry:

- > LaLiga
- > Other leagues
- > Federations
- > Sports related institutions
- > Agencies
- > Brands linked to sports
- > Clubs and Sports Associations
- > Agents

### **NEXT INTAKE:**

November 2021

### **PRICE:**

22.000 € (the enrolment fees included, enrolment fee – 1.000€)

### **SCHEDULE:**

**Monday to Thursday**

From 17:30h to 21:30h

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**LaLiga**  
Business School

COLABORAN

Universidad Francisco de Vitoria UPV Madrid

CENTRO DE ESTUDIOS GARRIGUES

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LaLiga is firmly committed to education. By means of a qualified academic education, their sports professionals may achieve a better management of football clubs and institutions.

The “LaLiga Business School” is the reflection of the educational project that our Institution has created and promoted in order to detect, recruit and train both present and future talent within football management, methodology and analysis areas.

The Spanish Football League is the best in the world, therefore it is, extremely important that sports entities that take part in our official competitions, as well as in other sports, are able to provide their respective football clubs and institutions with management excellence by means of qualified and trained professionals.

Thus, LaLiga will use all its experience and knowledge so that the “LaLiga Business School” guarantees quality courses and nationally and internationally recognized qualifications to train the best professionals and get the best managers.

”

**Javier Tebas**  
**Greetings from the President**

## Greetings from the Master's Directors

### Jorge de la Vega

Director Marketing y Comercial - LaLiga

“ Although the industry's experts consider that the marketing has evolved more in the last 5 years than in the previous 100, also the sport's world has evolved in the last 5 years more than in the previous 50.

The brands, the sponsors and the athletes – all main actors of this new form of entertainment, move in a liquid environment where the barriers between communication, branding, and marketing are transverse and continuously changing.

The “Master in Global Sports Marketing” program, which consists of 8 modules, will effectively emphasize this new environment, and give you the tools to keep you updated in a field that evolves with each step it takes.

As Lao Tsé said “The only permanent thing is change” and this phrase clearly summarizes, from the point of view of marketing and communication, the new paradigm of sports entertainment. It's a world that besides sports fans, considers the consumers of global entertainment.

Because the world is our playground, this doesn't imply globality just from the geographical point of view, but it assumes also the competitive environment, starting from the areas with which Sport can and should interact and from the targets we strive to.

It's not football. It's LaLiga. ”

### José Moya

Director LaLiga Business School - LaLiga

“ The sport and training industry changes worldwide at an unprecedented speed, where we, all the professionals that participate in this game, are required to recycle and continuously upgrade our education if we want to be able to compete and enjoy at a high level in this race. In addition, it demands all the professionals who wish to join this industry a specific training and understanding of specific and particular aspects of this large sector.

For this objective we have designed in LaLiga Business School the “Master in Global Sports Marketing”, a program created with great ambition for our field and our students, paying attention to the details that will offer the best guarantees.

Our program is structured around 8 modules that will allow the students to internalize all the key knowledge necessary to develop the right vision and affront their deepest challenges with determination.

We already want to welcome you to this program and invite or require you to enjoy it and extract the maximum of each of the sessions or trips defined by professionals from whole training ecosystem. You will have the opportunity to share them by having a year full of emotions and intense requirements that will take you to work at a High Level and transform you into a High-Performance professional in a special industry. ”

## Target Group and Student Profile

- > We seek to admit students into Master in Global Sports Marketing program who offer diverse perspectives, backgrounds, and interests, and who share a commitment to excellence in the sports industry.
- > We aim to detect the future protagonists which are going to establish the new standards and the new tendencies of the sports marketing.
- > We look for evidence of that commitment in areas including applicants' academic records, their professional accomplishments, and their engagement in their community.
- > We place emphasis on those skills and qualities we believe are necessary for academic success and participation in the intellectual life at LaLiga Business School.

## Career Development

Entrepreneurship and development of different projects within the main players of the sports industry:

- > LaLiga
- > Other leagues
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# Data Sheet

## Date:

From November, 2021  
to June, 2022  
+ 6 months internship

## Mode:

On-site

## Credits:

90 ECTS

## Price:

22.000€

(enrolment fees included)

Please, check our website for funding opportunities.

## Schedule:

From Monday  
to Thursday  
from 17:30h to 21:30h

## Location:

LaLiga Headquarters  
60, Torrelaguna street  
28043 Madrid

## Vacancies:

Reduced  
group

## Accredited by:



# Employability

> Entities that have hired our students



**LaLiga**

LaLiga



**LaLiga**  
Business  
School

LaLiga Business School



Elche CF



Real Mallorca

> Entities where our students did their internships



**LaLiga**

LaLiga



Motorpress Ibérica



Levante UD



Real Zaragoza



PJ Teammates





## Site Visits, Interactive Experiences and Trips to:

Our Visits and Trips are one of the main pillars of the Master in Global Sports Marketing. They are interactive experiences in which we will visit LaLiga Clubs, Sports Institutions, Properties and Agents from the Industry. Our students will receive Master Classes and will solve real Case Studies.

Our Programme includes a series of Vistis, Interactive Experiences and Trips to:

- > US (New York)
- > Qatar (Doha)
- > UK (London)
- > Germany (Fráncfort & Colonia)
- > Spain (LaLiga Clubs and other Sports Entities)

### US

In this complete trip to US we will be able to enjoy an immersion trip into the Sports and Entertainment Industry of the United States.



Chicago, economic capital of Illinois, one of the biggest distribution points in North America.

### QATAR

In the trip to Qatar, we will have the opportunity to enjoy an immersion experience in the World Cup of 2022.



Doha, capital of Qatar.

### UNITED KINGDOM

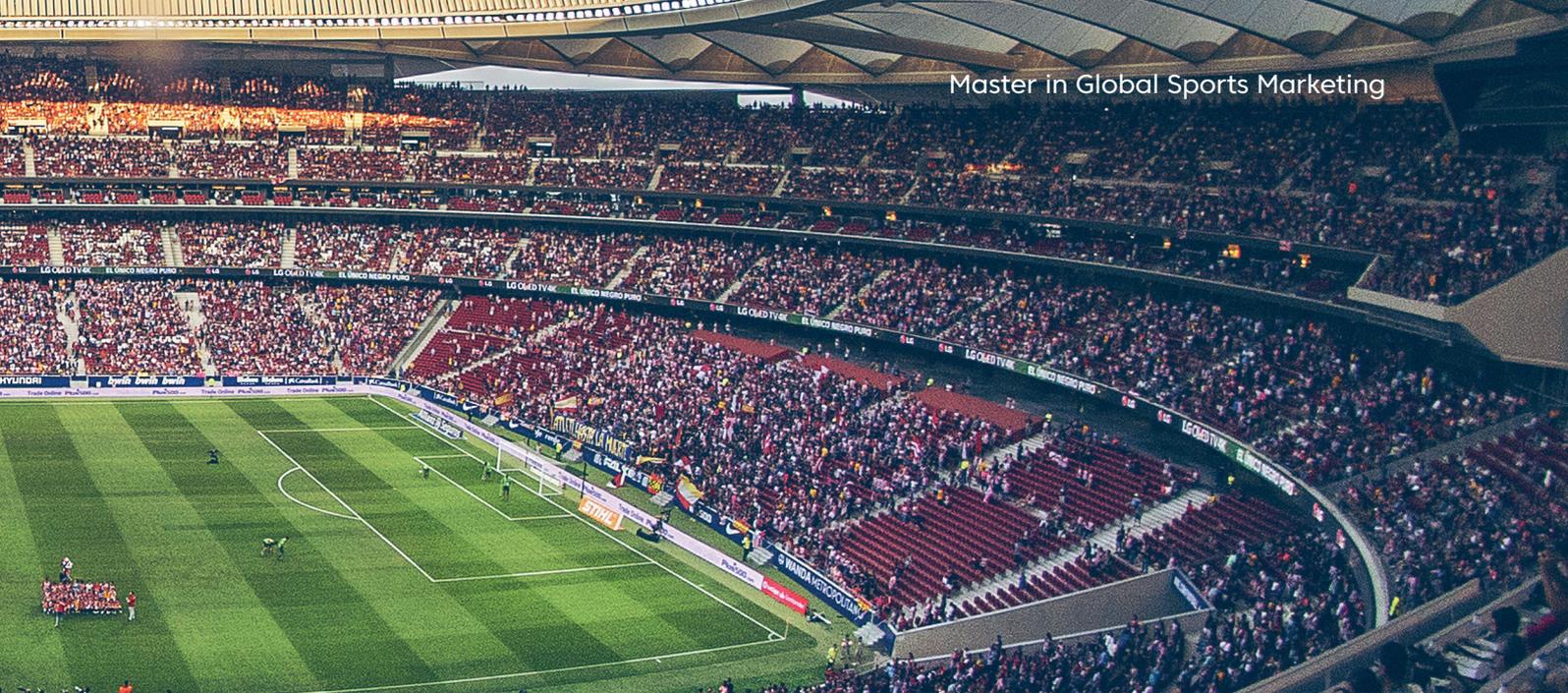
During the trip to England, we will have the opportunity to visit Premier League headquarters where we could discover its structure and business model. We will visit some of the most emblematic teams in the city of London, where we will get to know more about their Management Models and Structure etc. Furthermore, we will discover other examples of local activation in other Sports through the visits to Wimbledon or Twickenham, the emblematic stadium of the Rugby England National Team.



Premier League Headquarters, London (England).



Wimbledon Tournament, London (England).



## GERMANY

In the trip to Germany we will know more in depth about the operation of the Sports Fashion Sector and Sponsorship Market thanks to one of the most important sponsors of LaLiga: Puma.

We will also visit Bundesliga Headquarters where we will learn about its Management Model that allows them to have one of the highest stadium attendance rates, and some Clubs of the city, where we will get to know their professionals and will receive some Master Classes to discover their Organizational Models.



Puma Headquarters, Herzogenaurach (Germany).

## SPAIN

- > South
- > East
- > North

In Spain, our students will enjoy some different educational trips within the country. In all of them, our students will have the opportunity to visit some LaLiga Clubs, where they will receive different Master Classes to discover the internationalization processes of the clubs, their internal structure and the operation of their departments, etc.

We will also visit some Sports Institutions and Properties from other Sports as well as some other Sports Facilities.



LaLiga Business School students at Alavés Baskonia Group headquarters, Vitoria-Gasteiz (Spain).



LaLiga Business School students at Estadio Benito Villamarín, Seville (Spain).



LaLiga Business School students at Ocean Race, Alicante (Spain).



LaLiga Business School students at Estadio de Mestalla, Valencia (Spain).

# Syllabus

## Module I

### Introduction to sports and entertainment industries

1. Understanding the sports industry  
- Scope and evolution
2. The power and responsibility of sport - Changing the world
3. Sports within the entertainment business - Challenges and opportunities
4. Sports within a globalized world - Challenges and opportunities
  - The demographic challenges of the 21<sup>st</sup> century
5. The New Economy disruptive strategies - Challenges and opportunities

## Module III

### Sports Marketing

1. International Sports Marketing overview
2. Strategic Marketing in sport business
3. Market research applied to sports - The consumer of sports
4. Strategic Marketing plans in sports
5. City Marketing and sports tourism

## Module II

### Marketing and Communication

1. Main Marketing principles
2. Analytical and Operational Marketing - Marketing Mix
3. Market research – Investigation and measurement
4. Strategic Marketing
5. E-Marketing - Social Media Management
6. Marketing Plan – Marketing Mix
7. Communication Strategy – PR Strategy and Media plan
  - Media Mix, Paid vs. own and earned media

## Module IV

### Strategic Brand Management

1. Brand value - The power of intangible
  - Brand Value
2. Brand management - From brand equity to brand positioning
3. Building brands - Strategic brand advantages
4. Meaningful brand – The Empathy Economy (the new consumer)
5. Brand extension - Consolidation and co-branding
6. LaLiga - The Making of a global brand
7. Brand tracking – Market Research

## **Module IV Sponsorship**

1. Strategic partnerships
2. Brand sponsorship policy - Sponsorship evaluation models
3. The return on objectives - Measuring the impact on business
4. Sponsorship Activation - Engaging fans and beyond
5. Sponsorship strategies - Traditional models vs. disruptive
  - Mapping and Benchmarking
6. Sponsorship program - Building a competitive commercial offer

## **Module VII Entrepreneurship and Project Management**

1. Strategic planning and control
2. The entrepreneurship culture within corporations - Project Management
3. Digital Innovation
4. E-sports
5. Health and technology
6. Social innovation - Social Entrepreneurship in Sports

## **Internship (6 Moths) Master Thesis**

## **Module VI Behavioural Marketing**

1. The New Marketing - Behavioural marketing that converts
2. Emotional Intelligence – Effective segmentation (brand adaptability to cultural and behavioural differences)
3. Brand Activation - Opportunities for people and brands
4. Insight - The new gravity centre
5. Brand activation - Influence people's behaviour
6. Behavioural Marketing in sports

## **Module VIII Effective Global Strategy**

1. The global village
2. Global strategy architecture - Offices and Global Network
3. Market optimization - Barriers and drivers of growth
4. Strategic partnerships
5. Growth monitoring
6. Innovation - The culture of change

## Academic Staff:

- > **Enrique Moreno**  
LaLiga Global Brand Director
- > **Óscar Mayo**  
LaLiga International Development Director
- > **Javier Tebas**  
LaLiga President
- > **José Moya Gómez**  
LaLiga Business School Director
- > **José Carlos Franco García**  
BI & Analytics Director at LaLiga
- > **Boris Gartner**  
CEO LaLiga North America
- > **Joris Evers**  
LaLiga Global Communication Director
- > **Juan Carlos Díaz Martínez**  
LaLiga Sales and Marketing Manager
- > **Alfredo Bermenjo**  
LaLiga Digital Strategy Director
- > **Melcior Soler**  
LaLiga Audiovisual Area Director
- > **Minerva Santana**  
LaLiga Innovation and Global Development Director
- > **Antonio Bolanos López**  
Volvo Ocean Race Ex-Managing Director/ University Professor and Corporate Trainer
- > **Laura Urrutia**  
Head of Marketing and Museum, The Ocean Race
- > **Julio Senn**  
Managing Partner in Senn, Ferrero, Asociados Sports & Entertainment
- > **Ricardo de Buen Rodríguez**  
Referee of the Arbitration Court of Sport (CAS)
- > **Carlos Cantó**  
CEO de SPSG Consulting
- > **Félix Muñoz**  
Independent consultant & Professor of Marketing and Communication
- > **Edouard Legendre**  
Ogilvy Sponsorship Director
- > **Miguel Mateo**  
Marketing Director & Media EHF
- > **David Serrahima**  
General Manager Octagon Spain
- > **Adolfo Bara**  
Senior Vice President & General Manager Football at IMG
- > **Maheta Molango**  
CEO at Real Mallorca and Advisory Board Member at Baker McKenzie
- > **Javier Ferrero**  
Managing Partner in Senn, Ferrero, Asociados Sports & Entertainment
- > **Ornella Desirée Bellia**  
Head of Legal Department of the European Professional Football Leagues (EPFL)
- > **Marta Verano**  
LaLiga Global Partnerships Activations Director
- > **Daniel Moreno Ortega**  
Manager Sports Marketing Teamsport at PUMA

# Admissions and Enrolment Procedure

1. Contact the Admissions Department
2. Send your updated CV and Motivation Letter
3. First interview with LaLiga Business School
4. Second interview with a recruitment specialist company
5. Analysis and internal review of the process
6. Enrolment confirmation: payment of place reservation fee

## Place Reservation

1.000 €

Registration is open from  
November 1, 2020

## Admissions Department

- > Email: [business-school@laliga.es](mailto:business-school@laliga.es)
- > Phone Numbers: +34 912 055 000  
+34 660 953 477





INICIACIÓN EN 2014  
**El camino hacia éxito**

- Prohibido fumar**  
Prohibido fumar en los espacios de reunión y en las zonas de fumadores.
- No móvil**  
Prohibido el uso del móvil en las reuniones.
- Profesionalidad**  
Ser serios en todas las ocasiones.



LaLiga Business School

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LaLiga Business School





## CONTACT

LaLiga Business School

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