



**Master in
Global Sports
Marketing
2022/23**

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

LaLiga
Business School

COLABORAN

Universidad Francisco de Vitoria
UPV Madrid

CENTRO DE ESTUDIOS
GARRIGUES



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. ”

LaLiga drives a leap towards excellence for his clubs and their current and future employees.

LaLiga Impulso is the strategic agreement reached between LaLiga and the investment fund CVC to boost the global growth of LaLiga clubs. Thanks to this agreement, LaLiga incorporates a partner that brings long-term capital and proven industry experience to help LaLiga and its clubs to grow globally at a time of great challenges for LaLiga's clubs. LaLiga and its clubs to grow globally at a time of great challenges for the emotions and entertainment industry.

This financial injection commits the clubs to allocate at least 70% of the resources to investments linked to infrastructure, international development, brand and product development, communication strategy, innovation and technology plan and content development plan on digital platforms and social networks.

In order to undertake the projects related to LaLiga Impulso, clubs are called upon to reorganise their structure, expand their departments and create new ones, rethink their strategies, processes and work methodology, focusing on innovation and, consequently, on attracting and retaining new members and, consequently, to attracting and retaining talent.

We are facing a turning point in terms of employability in the coming years. The projects related to LaLiga Impulso require the incorporation of highly qualified talent, also from other industries; and they require an adequate updating of the professionals already working in the Sports Industry. LaLiga, as the driving force behind the project, supports the development of LaLiga Impulso also with training, through its Education Department, LaLiga Business School. We prepare the people who will activate this new era of the Sports Industry.

After the 1992 Barcelona Olympics, we are at the best time to enter the Sports Industry, a sector that has been growing steadily for the last two decades and which is facing major challenges related to new technologies, digital transformation and the evolution of consumption models. An increasingly attractive industry for the most qualified and determined professionals.

“**LaLiga Impulso will allow us to grow in 4 or 5 years what we would have grown in the next 20 years.**”

Javier Tebas, President of LaLiga



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, 2022
to June, 2023
+ 6 months internship

Mode:

On-site

Credits:

90 ECTS

Price:

22.500€

(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.



New York, the city where the Headquarters of the major North American leagues are located.

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

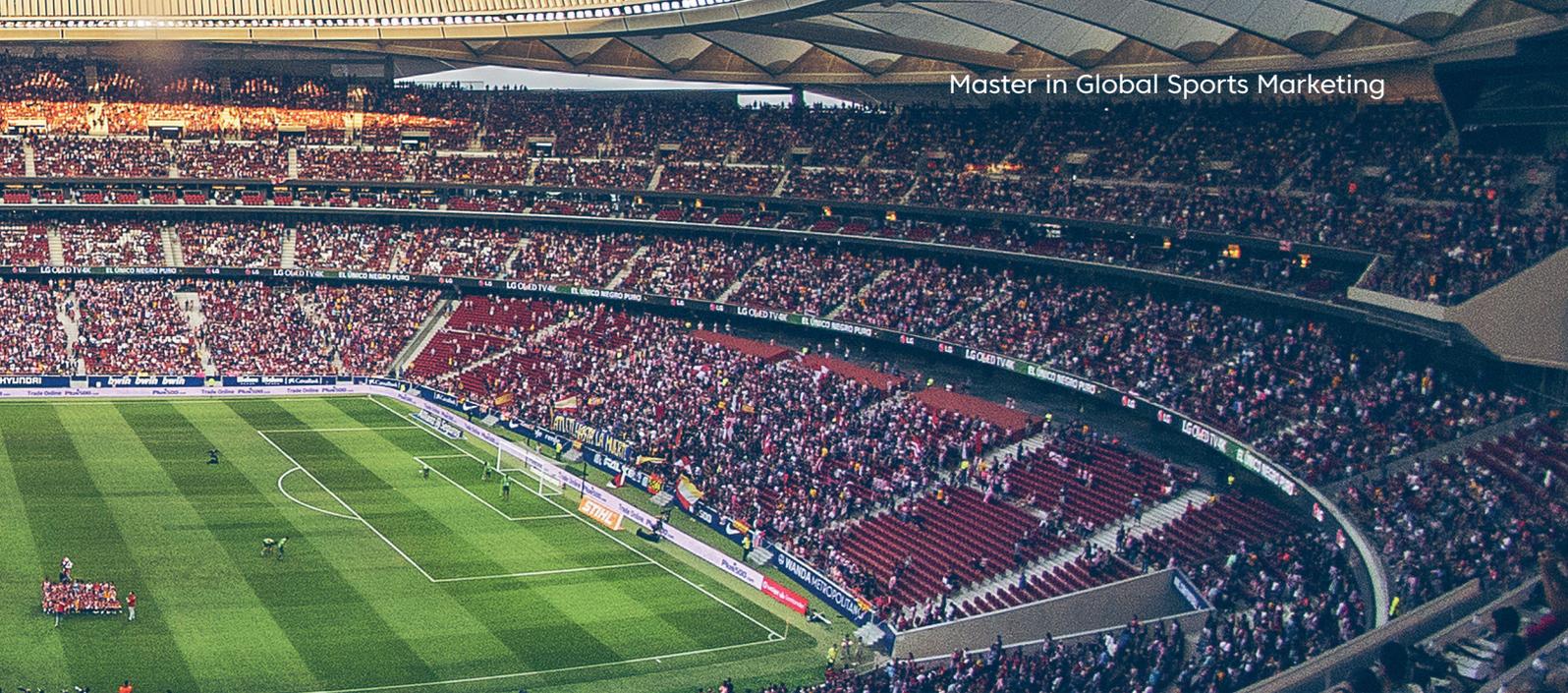
During the trip to England, we will have the opportunity to visit Premier League headquarters where we could discover its structure and business model. We will visit some of the most emblematic teams in the city of London, where we will get to know more about their Management Models and Structure etc.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



Premier League Headquarters, London (England).



Wimbledon Tournament, London (England).



🇪🇸 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

Inmersion in the Sports Industry

Coordinator: José Moya |
Director LaLiga Business
School - LaLiga

1. Understanding LaLiga
2. The Sports Industry
3. Sports Events Day
4. Property Mangement

Module II

Sports Marketing and Communication

Coordinator: Javier Tola |
General Director -
Simply Sport

1. Sports Communication
2. Sports Media
3. Communication Director
4. Sports Marketing
5. Marketing Director
6. Brand Management

Module III

Market Investigation

Coordinator: Gabriela
Salinas | Global Managing
Director - Brand Finance
Institute

Module IV

Digital Marketing and Digital Strategy

Coordinator: Jaume Pons |
Head of Social Media and
Digital Content - LaLiga

Module IV

Sponsorship and Strategic Alliances

Coordinator: Edouard Legendre | Sports Marketing Advisor

1. Sponsorship Introduction
2. Commercial
3. Activation
4. Measurement
5. Sponsorship Innovation

Module VI

Innovation and Entrepreneurship

Coordinator: Javier Sobrino

Internship (6 Moths)
Master Thesis

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

3.000 €

Registration is open
from November 1,
2021

Admissions Department

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





INDICACIONES 2014
El camino hacia éxito

- Prohibido fumar**
Prohibido fumar en las zonas de trabajo y espacios protegidos para fumar.
- No móvil**
Prohibido el uso del móvil en las salas.
- Puntualidad**
Por respeto a los profesores y los alumnos, hay que puntualizar en el punto de encuentro y respetar los horarios de clase.
- Profesionalidad**
Ser serenos en todas las ocasiones.





El camino hacia éxito

- Prohibido fumar**
Prohibido fumar en las zonas de trabajo y espacios protegidos para fumar.
- No móvil**
Prohibido el uso del móvil en las salas.









CONTACT

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