LALIGA
BUSINESS SCHOOL

# MASTER
# GLOBAL SPORTS MARKETING

# UNIQUE AND PIONEERING EDUCATION MODEL IN THE SPORTS INDUSTRY

**LALIGA is the only Sports Institution that has developed its own Education Department: LALIGA BUSINESS SCHOOL.**

- The student studies directly in the Sports institution (LALIGA).
- Professional Master's Degrees: the contents are developed and taught exclusively by professionals from the Sports Industry.
- There is a direct transfer of knowledge with the student.

**High Quality Education:**

- Personalized Attention: a single group per Master (max 30 places).
- On Site
- Educational trips included in the price.
- High employability: 6 months of guaranteed internships in all Master's Degrees.

**Campus: LALIGA Headquarters (Madrid)**

# THE BEST ENVIRONMENT TO BUILD YOUR FUTURE IN THE 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.*
- *Highly selective group of maximum 30 students.*
- *Intensive 15-month program: 1 academic year + 6 months internship, minimum remuneration of 700€ net/month.*
- *Classes taught 100% in English.*
- *Location: LALIGA´s Headquarters.*

  *Glocal 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)*
  - *· UK*
  - *· Spain (LALIGA´s Clubs and other Sports Entities)*
- *Practical approach: development of relevant Practical Cases, relating to football and other sports, developed in the facilities of our collaborators entities: clubs, federations and institutions.*
- *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.*

# GUARANTEED 6 MONTHS INTERNSHIPS

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.

*As a 6-month extension of the a 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.*

*Introduction to hiring practices, including CV preparation.*

*Our team will help you with several services:*

- *Interview skills.*
- *Continued support while you're conducting your internship.*
- *Working on a specific project for LALIGA, for a LALIGA Club, 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.*
- *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.*

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# GREETINGS FROM OUR PRESIDENT

"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."

# GREETINGS FROM THE MASTER'S DIRECTORS

## JORGE DE LA VEGA
### EXECUTIVE GENERAL MANAGER- 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."

## JOSÉ MOYA
### DIRECTOR OF LALIGA BUSINESS SCHOOL

"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 afront 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

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 OPPORTUNITIES

Thanks to the notions received and the internships you will be able to develop different projects in the marketing, communication, events, digital and commercial departments of the most important players in the sports industry, both nationally and internationally, such as:

- LALIGA
- Other sports leagues or competitions
- LALIGA Clubs or other leagues' clubs
- Sports Federations
- Sports Institutions
- Sports Events
- Also, with this Master you will acquire the necessary competences to occupy a position in the following sports structures.
- Sports Events Organisation Companies
- Technological companies related to the sports industry.
- Consultancy companies related to the sports industry.
- Marketing and communication agencies (especially related to sport)
- Representation agencies
- Media companies related to the world of sport.
- Companies related to the Sports sector.
- Companies related to Fitness sector (gyms, apps, sports centres)
- Clothing and sports fashion brands
- Sponsors
- Suppliers
- Companies in different sectors whose activity is related to Sport
- Positions of responsibility in Sports Federations and Sports Institutions
- Sports facilities and infrastructures (Pavilions, Circuits, Sports Centers)
- Spaces for professional or amateur sports practice

# EMPLOYABILITY

Entities in which our students have continued their careers after completing this master's program:

## LALIGA

LALIGA Sportian

## LALIGA CLUBS

- AT Madrid
- AT Osasuna
- UD Ibiza
- Mallorca FC
- Valencia CF
- Getafe CF
- Rayo Vallecano
- Sevilla FC
- Real Sporting
- Villarreal
- Real Zaragoza
- Elche CF
- CD Leganés

## COMPANIES

KOSMOS · AVERY DENNISON · THE CROWN CREATORS · SPORTFIVE · WORLD PADEL TOUR

Team Heretics · WFS WORLD FOOTBALL SUMMIT · IRONMAN · NSN Never say never. · DUX Internacional

CIRCUIT RICARDO TORMO · PJ Teammates · Marbella Football Center · SE SportEasy · YouFirst Sports · IMG

CIUDAD DE LA RAQUETA · AIM Sports · baloncesto ESPAÑA · PINATARARENA football center · bewolfish · OWQLO

# LALIGA 360º EXPERIENCE

**In-house case studies on**:

**1.** LALIGA as a leading company in the transformation of the Football Industry.

**2.** The 42 LALIGA teams (42 different and complementary contexts, territories and models).

Collaboration with other organisations closely related to the sports and entertainment sector, with the aim of integrating case studies outside football.

**Our campus**

Our classes are given at LALIGA's head office, where the most important decisions about Spanish football are made.

Our students will have access to networking opportunities with LALIGA professionals.

**LALIGA's Immersion Experience**

- Our students will enjoy a unique experience gaining first-hand knowledge of LALIGA and its Clubs/SADs.
- Visits to LALIGA Clubs/SADs where their professionals will share knowledge with our students.
- During the MBA, our students will try to solve real cases related to the activities developed by LALIGA and/or its Clubs/SADs.
- Academic staff composed of sports industry professionals and LALIGA employees with extensive experience and teaching skills.
- Our students will have access to exclusive LALIGA content.
- The MBA programme is designed, coordinated and directed by LALIGA professionals.

# SITE VISITS, INTERACTIVE EXPERIENCES AND TRIPS TO:

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)

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.

## UK (LONDON)

In the trip to UK, we will have the opportunity to enjoy an immersion experience in the Premier League ecosystem, English Football Clubs, Investment Funds, and other Sports Entities like ATP, Wimbledon, Six Nations etc.

## SPAIN (LALIGA CLUBS AND OTHER SPORTS ENTITIES)

>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 Master Classes to discover the internationalization processes of the clubs, their internal structure different 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.

# DATA SHEET

### DATE

From November, 2024 to June, 2025

### MODE

On-site

### DURATION

9 months

### CREDITS

90 ECTS

### PRICE

25.700€ (enrolment fees included) Please, check our website for funding opportunities

### VACANCIES

25

### LOCATION

LALIGA Headquarters. 60, Torrelaguna street, 28043 Madrid

### SCHEDULE

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

**Curso acreditado por:**

LALIGA UAX Universidad Alfonso X el Sabio

# MODULES COORDINATORS

In addition to the two Directors, the Academic and Master's Coordinators the Master in Global Sports Marketing have 6 Module Coordinators. There are totally 10 people who share the responsibility for developing the program, to select the teachers and to ensure the quality of the course.

JOSÉ MOYA - MODULE I - INMERSION IN THE SPORTS INDUSTRY
DIRECTOR LALIGA BUSINESS SCHOOL

JAVIER TOLA - MODULE II - SPORTS MARKETING AND COMMUNICATION
GENERAL DIRECTOR - SIMPLY SPORT

GABRIELA SALINAS - MODULE III - BRAND MANAGEMENT AND MARKET RESEARCH
GLOBAL MANAGING DIRECTOR - BRAND FINANCE INSTITUTE

JAUME PONS - MODULE IV - DIGITAL MARKETING AND DIGITAL STRATEGY
HEAD OF SOCIAL MEDIA AND DIGITAL CONTENT – LALIGA

EDOUARD LEGENDRE - MODULE V - SPONSORSHIP AND STRATEGIC ALLIANCES
EXTERNAL CONSULTANT AT LALIGA AND RECOGNIZED INTERNATIONAL EXPERT IN BRAND MANAGEMENT AND SPORTS MARKETING

P. ALBERTO GÓMEZ - MODULE VI - INNOVATION AND ENTREPRENEURSHIP COORDINATOR
INDEPENDENT ADVISOR PWC

# SYLLABUS

Module I

## INMERSION IN THE SPORTS INDUSTRY

**Coordinator: José Moya (Director LALIGA BUSINESS SCHOOL)**

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. The Sports Industry (scope and evolution)
2. Sport's power and responsibility (transforming society)
3. Football Governance and International Institutions
4. Institutions
5. The Business of Football
6. The Business of Entertainment
7. Participatory Sport
8. Sport in the City
9. Sports Branding
10. Sports Sponsorship

Module III

## BRAND MANAGEMENT AND MARKET RESEARCH

**Coordinator: Gabriela Salinas (Global Managing Director - Brand Finance Institute)**

1. Brand Management
2. Rebranding
3. Brand Positioning and Architecture
4. Customer Profile and Segmentation
5. Consumption Trends
6. Sustainability

Module IV

## DIGITAL MARKETING AND DIGITAL STRATEGY

**Coordinator: Jaume Pons (Head of Social Media and Digital Content - LALIGA)**

1. Digital Marketing
2. Data Driven Strategy
3. Digital Transformation
4. Ecommerce
5. Fan Engagement and Customer Journey
6. Social Media
7. Branded Content
8. Disruptive Tecnologies
9. E-sports and Competitive Gaming
10. Metaverse, NFT´S, Blochain
11. Artificial Intelligence

Module V

## SPONSORSHIP AND STRATEGIC ALLIANCES

**Coordinator: Edouard Legendre (External consultant at LALIGA and recognized international expert in Brand Management and Sports Marketing)**

1. Commercial Management
2. Sponsorship Methodology
3. Sponsorship Activation
4. Events
5. Retail & Merchandising
6. Licenses
7. Sponsorship Measure

Module VI

## INNOVATION AND ENTREPRENEURSHIP

**Coordinator: Pedro Alberto Gómez (Independent Advisor PWC)**

1. New Trends in the Entertainment Industry
2. Innovation: a competitive strategy
3. Innovation Methodologies
4. Technological Innovation

# ACADEMIC STAFF

## ALBERT MUNDET
Director of Innovation
FC Barcelona

## ÁLEX PALLETE
Founder at Picnic

## ÁNGEL FERNÁNDEZ
Global Brand and Strategy
Director at LALIGA

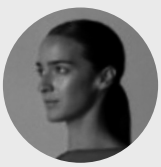
## ANGELA LOZANO
Director of Business Development
at Urban Rooster

## ANTONIO BOLAÑOS
Ex Director Gerente
de Volvo Ocean Race

## BORIS GARTNER
CEO LALIGA North America

## BORJA COUCE
Football Agent at BC26 Sports

## CARLOS CANTO
CEO SPSG Consulting



## CRISTINA CARRANZA
Account Director Twitch Iberia

## DANIEL MONTES
Senior Manager EA Sports

## CRISTINA DELGADO
Manager at Youtube Sports
News Spain & Portugal

## DANIEL MORENO
Teamhead Sports Marketing
Teamsport Puma Group

## DAVID MARTINEZ
Director de patrocinios
en Team Heretics

## DAVID SERRAHIMA
Octagon General Manager

## DIEGO SÁNCHEZ TRILLO
Head of Commercial
at Club Atlético de Madrid

## EUGENIO BLANCO
Vice President Content Engagement
at Dazn Spain

## FERNÁNDO SÁNCHEZ
Senior Vice President, Player Relations
at ATP Tour, Inc.

## FRAN GARCIA
Head of UX/UI, HABITANT

# ACADEMIC STAFF

## FRANCISCO FERNÁNDEZ
Human Resources Director
at Club Atlético de Madrid

## HECTOR ARGÜELLES
Vice President, NBA, Digital
Partnerships

## HELENA MARTINEZ
Global Partnership
at FC Barcelona

## IGNACIO SAGNIER
Communications Director
at Dorna

## JAVIER LATORRE
Head of Audiovisual Department
Valencia CF

## JORDI SOLER
CEO at LVP

## KATHARINE BOLMAN
Hard Rock Stadium

## LAURA CUETO
Communications and Media
Relations Manager at Discovery
Sports Events

## LUIS ABUNDES
Senior Social Researcher
at Netflix

## LUIS GARCIA
Equity Portfolio Manager
at Mapfre

## MAHETA MOLANGO
Chief Executive Officer
at Professional Footballers'
Association

## MARCOS GARCIA
Sports & Gaming Partnerships
at TikTok Spain

## MARIO HERNANDO
General Manager of the WORLD
PADEL TOUR

## MARTA VERANO
Head of Global Marketing and
Partnerships activation at LALIGA

## MATTHEW KONTOS
Head of Global Soccer Properties
at Relevent Sports Group

## MIGUEL LUQUE
Head Spain Marketing & IA
Content EU at Amazon

## MIGUEL MATEO
Director Media Operations
at EHF Marketing GmbH

## MINERVA SANTANA
Innovation and Development
Director at LALIGA

# ACADEMIC STAFF

## NACHO TRUJILLO
Founder & CEO @OWQLO

## OCTAVI ANORO
Director of International Development at LALIGA

## OSCAR MAYO
General Manager Business and Operations at Atlético de Madrid

## OSCAR MORILLA
Senior VicePresident Talent Marketing & Partnerships for EMEA Markets Wasserman

## PABLO GARCÍA
Chief Revenue Officer Sporting de Gijón

## PABLO VEGA
Vice President at Federación Madrileña de Triatlón

## PATRICIA RODRIGUEZ
Ex General Manager Granada CF

## PEDRO LOPEZ
Head of Hospitality VIP & Events at Club Atlético de Madrid

## PEDRO MALABIA
Director General for Strategic Planning and Development LigaF

## RAFAEL FERNÁNDEZ DE ALARCÓN
Director de Marca, Patrocinios y Medios at Telefonica

## RAMIRO LAHERA
Managing Director Ramla Sport. President Madrid Triathlon Federation

## SERGIO SÁNCHEZ
Head of TV production at LALIGA

## STEPHEN IBBOTSTON
Head of Franchises and Licensing at LALIGA

# ADMISSIONS AND ENROLMENT

**Place reservation:** 3.000€
Registration is open from November 1, 2023

**Admissions Department**
**Email:** business-school@laliga.es
**Phone numbers:** +34 660 953 477 /
+34 912 055 000

1

Orientation Interview with the Admissions Department

2

Submission of updated CV and Cover Letter

3

Interview with one of the Directors of the program

4

Analysis and internal study of the process

EXPERIENCE AND GROWTH.

The only professional sports Master's programmes to guarantee a six-month internship in the industry.

THE POWER THAT BOOSTS YOUR CAREER. STUDY AT LALIGA.