



**DIPLOMA IN SPORT MARKETING AND SPONSORSHIP**  
2021 Online Edition

Educational Partner in India

**SPORTZ NEXT**  
**EDUCATION INSTITUTE**  
EMPOWER, EVOLVE, ENTERPRISE





**IT IS THE WORK WE DO BEHIND CLOSED DOORS WHAT MAKES THE  
DIFFERENCE IN WHICHEVER FIELD WE COMPETE, WHETHER WE ARE  
IN A TEAM LEADING A BUSINESS OR JUST LEADING OUR LIVES**





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# INTRODUCTION

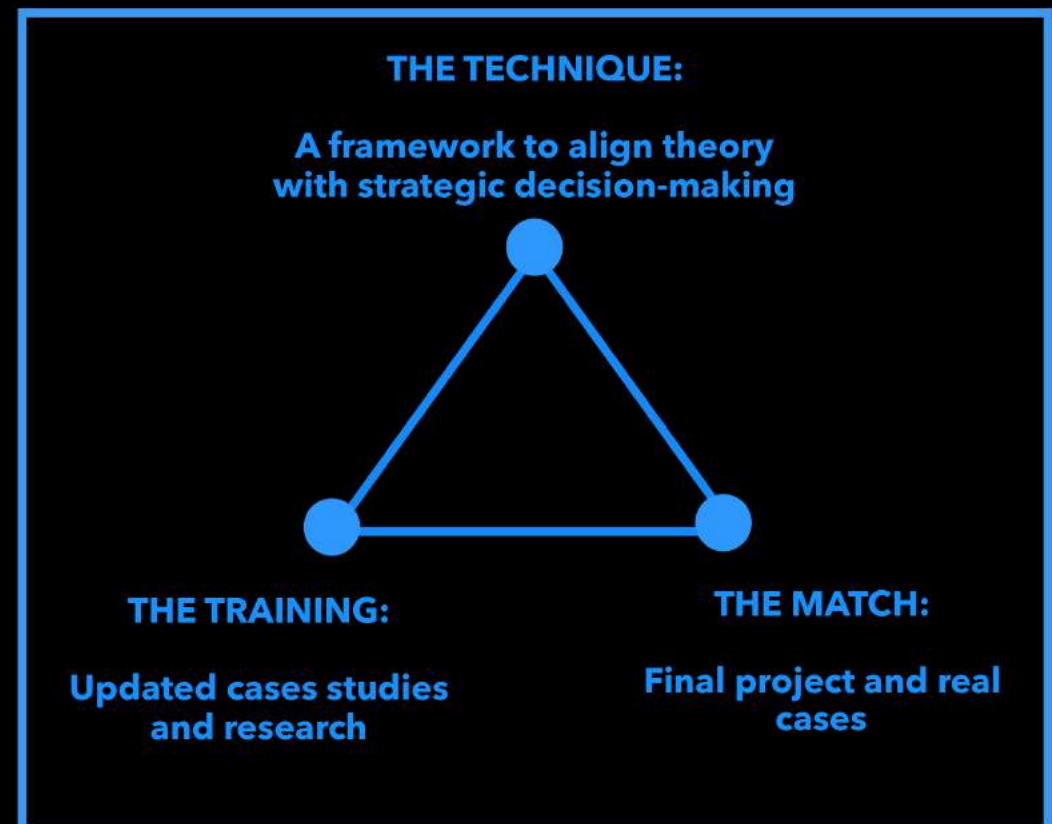
Sport is a very fast and dynamic industry that is growing and changing exponentially all over the world.

There are two important factors that are configuring this trend: the growing population practicing sports (amateur sport) and the combination of the sporting action with technology in the professional sport. The mix of sport and technology creates an excellent communications platform with extraordinary reach in the media, an interesting proposal with great added value to any company or brand that want to be associated with sport and the values sport projects.

The growing number of companies with business related to sports demands professionals with depth understanding of the right marketing and sales tools to achieve success in their competitive environment.

The DIPLOMA IN SPORTS MARKETING AND SPONSORSHIP has been designed to provide students the tools to perform in the industry understanding the trends, change and demands of the sport customer with a global view. The program

is a balanced combination of what Team SportEd is considered the continuous learning triangle





EXCELLENCE IS A PROCESS OF EVOLUTION, OF CUMULATIVE LEARNING, OF INCREMENTAL IMPROVEMENT



*As a professional tennis player,  
training, resilience and focus are  
critical to remain in the top.*

*As a Tournament Director of one  
of the most prestigious Tennis  
Championship in the world, I  
have discovered education,  
teamwork and a continuous  
learning mentality are critical to  
become a good professional in  
the sports industry*

## Feliciano López

Professional ATP Tennis Player  
ATP / WTA Mutua Madrid Open - Tournament Director

Professor - Diploma in Sports Marketing and Sponsorship  
Team SportEd Founder





# WHAT MAKES THIS TRAINING COURSE DIFFERENT AND UNIQUE?

## What you get:

- 30+ combined years of top level experience in the sports industry, both as players and managers, combined with global entrepreneurship experience.
- A methodology to help you orchestrate the learning process and your expertise in the sport industry
- A unique bridge between the business and sports worlds that will resonate with the audience and help better anchor the learnings.
- Engaging case studies from the world of top sports teams and brands (football, tennis, basketball, cricket, cycling, rugby...) showcasing how they identify the opportunity, design the marketing strategy and the implementation to finally reach to the sport consumer.





## Víctor Sánchez del Amo

Spanish National Team, Real Madrid and Deportivo legend  
Football Head Coach - LaLiga. MBA Sport Management

Professor Singapore Management University Academy  
Professor Diploma in Sports Marketing and Sponsorship  
Team SportEd Founder

*Sport is my passion; football is my life; humility, hunger, empathy and courage my best teammates and complacency the biggest threaten.*

*Education, continuous learning and improvement are the tools I need to be the best version of myself.*





## A PROGRAM DESIGNED FOR:

Applicants / Students with a high level of English, with first degrees in:

- Sports Science
- Business Administration or Business Management and Entrepreneurship
- Marketing
- Any other holder of a higher education qualification who wants a career in sports marketing with proven experience in sales and marketing

The Diploma is also especially suited as a private degree program for sports industry professionals who want to deepen and broaden their expertise in order to further their careers.



# PROGRAMME STRUCTURE

## MODULE 1: AN OVERVIEW OF SPORT MARKETING

### MODULE II: IDENTIFICATION OF MARKETING OPPORTUNITIES

The strategic Sport-Marketing Planning process

Understanding the sport consumer

Market Research: segmentation, target markets and positioning

### MODULE III: STRATEGY DETERMINATION

The sport product

Pricing strategies

The place of the sport facility

Consumer satisfaction and service quality

The sport promotion mix

Advertising

## MODULE IV: INTRODUCTION TO SPONSORSHIP

How to attract and implement sponsorship

Measuring the effectiveness of sponsorship

Introduction to Sport and television

Sport and new media

Public relations

Promotional licensing

### MODULE V: STRATEGY IMPLEMENTATION, EVALUATION AND ADJUSTMENT

Coordinating and controlling the marketing and sponsorship strategy

## MODULE VI: FINAL PROJECT

**TOTAL: 30 ECTS**

## DURATION:

February 2021 – July 2021

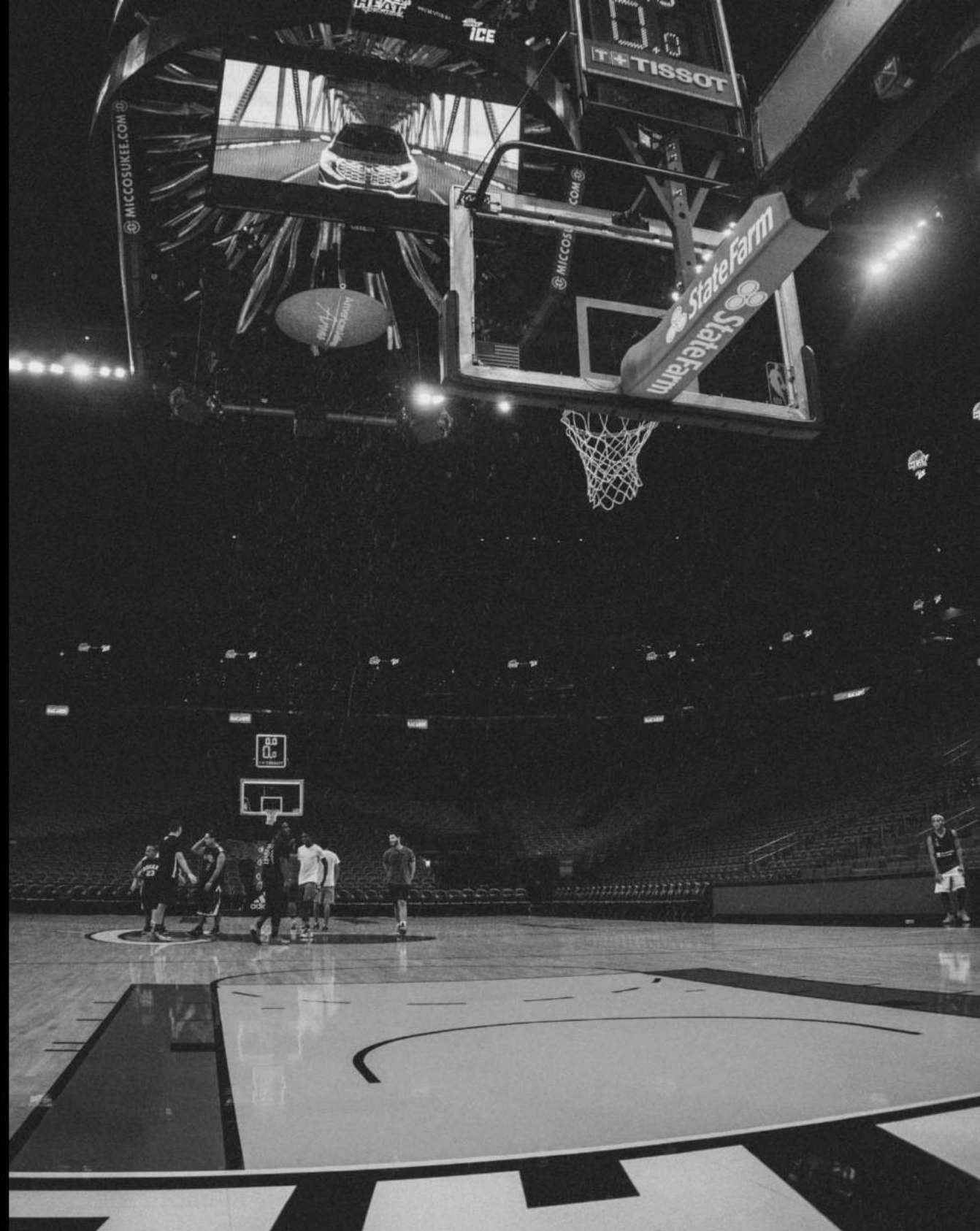
## LANGUAGE:

English

## METHODOLOGY:

Online teaching methodology is the training of the future and one of the best tools for learning. In this case, "the technique" understood as theory and the framework for strategic decision-making combined with the case studies will be available for students providing a flexible way to adapt students' schedule.

Our top-level teaching staff will provide continuous support through all the subjects on the course. The online training does not ignore the need for and importance of relationships between people and networking; as well as course work, the methodology evaluates participation in regular seminars and in different group activities and teamwork. This makes it the ideal method for developing all the abilities and skills to be demanded for the future professionals of the sport industry







## INSTRUCTIONAL APPROACH:

The Diploma in Sports Marketing and Sponsorship uses the Case Study Method (analysis of real situations outlined by professors depending on their field of expertise) as well as a combination of content-based and hands-on approaches to each of the topics covered. The topics are structured into modules as follows:

- 25% initial theory (general concepts - the technique)
- 50% case study-practical development (the training)
- 25% final project per module and final Diploma project (the match)

MODULE	ECTS
Introduction to Sports Marketing	4
Identification of marketing opportunities in Sport	4
Strategy determination	6
Introduction to Sponsorships	6
Strategy implementation, evaluation and adjustment	2
Final project	8

# FACULTY

The teaching faculty and collaborators for the program consists of top-class professionals from both Spain and abroad

## PROGRAM DIRECTORS

### **Sergio Cervantes Martínez**

Team SportEd Founder - Strategy and Business Development  
Founder Real Madrid Foundation Football School in Singapore

### **Antonio García Sánchez, Phd**

Professor Economic Analysis - Technical University University of Cartagena  
Master in Economy by London School of Economics

## PROFESSORS AND COLLABORATORS

### **Feliciano López Díaz-Guerra.** Team SportEd Founder

Tournament Director Mutua Madrid Open (ATP / WTA)  
Professional ATP player.

### **Víctor Sánchez del Amo.** Team SportEd Founder

Real Madrid and Spanish National Team legend among other teams.  
Professional Head Coach. Professor - Singapore Management University Academy

### **Eva Tomaseti Solano, Phd**

Director Department of Business Economics  
Technical University of Cartagena

### **María del Mar Vázquez Méndez, Phd**

Principal Researcher. Department of Economics, Accounting and Finance  
Technical University of Cartagena

### **Juan Manuel Esparcia Clemente.** Team SportEd Founder

Clients and Project Management at Team SportEd  
CEO Esparcia Sports Management

### **Víctor López Díaz-Guerra.** Team SportEd Founder

Finance Director.  
Professional athletes and celebrities financial advisor

### **Lorenzo Martínez Ruiz.**

La Manga Club - Europe's Leading Sports Resort - 2018  
Director of Tennis and Leisure

### **Srinivasan Iyer**

Director SportEd Tennis Academy Singapore  
President & CEO Digiprotek. Entrepreneurship Mentor National University of Singapore

### **Enrique Blanco Sanz**

Founder Partner - Intnovaction. Team SportEd IT Leader  
Real Madrid Foundation Schools, Campus & Clinic IT Partner

### **Rocío Pomares Martín**

Founder Partner - High Performance Psychologist and Sport Coaching expert  
Co-Director. European Golf University Programme

### **Benny Teo**

Managing Director of Sports Marketing Agency Blazon Singapore  
Ex-General Manager & Editor. Straits Times and Business Times Golf Singapore





The Technical University of Cartagena (UPCT) was founded in 1998, although the Schools of Engineering and Business Science are over 100 years old. The UPCT offers a mixture of tradition and modernity that gives the university a dynamic and innovative spirit.

Since its early beginnings, the UPCT has signed different types of cooperation agreements with 178 European universities. Many European and Latin American students have already completed undergraduate or postgraduate degree programs in Cartagena. Alongside the University of Murcia, the campus of the Technical University of Cartagena, is a "Campus of International Excellence", since 2010. The UPCT is UP4 founder, the group composed by the four Technical Universities in Spain with Madrid, Cataluña and Valencia.



Sport, and the values learned through sport, can strengthen the development of an individual and of an entire organisation,

Team SportEd aims to apply values and lessons from sports in the global sports industry, as well as to educate future generations of leaders who are expected to perform and excel in their respective fields

Team SportEd aims to be an open project that welcomes all professionals who have a passion for sport, a commitment to education and want to leave a lasting legacy

Team SportEd also aims to continuously improve itself and learn from various experiences around the world, with the ambition of creating a global Think Tank with the capacity to incubate and accelerate sports projects through a global network of partners and investors

Knowledge, Experience, Passion and Leadership shall be the key drivers of the Team SportEd





# SPORTZ NEXT

## EDUCATION INSTITUTE

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India's best Sports education and sports excellence service provider, working extensively at grass root, youth and elite level.

Associated with renowned coaches, institutions and organizations Sportz Next has an extensive network and professionals across all components of sports ecosystem both internationally and nationally.

Sportz Next Education Institute also has India's only Sports Education Magazine and Sports technology platform by the name of Sportz Next . The vision is to Assess ,Assist and Assure by using quality, technology and innovation . Built by passion and backed by experience Sportz Next Education Institute is dedicated to ensure the transformation of India into a Sports Super power.



# ADMISSION PROCESS






# MORE INFORMATION AND REGISTRATION

Sportz Next Educational Institute

[info@sportznexedu.net](mailto:info@sportznexedu.net)

[admission@sportznexedu.com](mailto:admission@sportznexedu.com)

Phone:  +91-8305628612

105 Athena Building, City Centre  
Gwalior - India

*“Do not hesitate to request more information. Our team of worldwide recognized experts have created a very dynamic program that will provide the future sport executives in India the required tools to improve this unique and amazing industry”*

**Sergio Cervantes Martínez**

Director Diploma in Sports Marketing and Sponsorship  
Team SportEd Founder ([www.sported.team](http://www.sported.team))





Universidad  
Politécnica  
de Cartagena

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