Football Marketing & Management Online Course

www.sbibarcelona.com
ABOUT US

The Sports Business Institute (SBI) is a private learning institution based in Barcelona, Spain with a regional office in Montreal, Canada, that aims to provide top-quality practical executive business training to professionals looking to advance their career in the football/soccer industry.

Our programs have been designed to bridge the gap between an academic approach to sports management and the real-life work environment of the industry. We offer a realistic overview of the key elements that must be developed, analyzed and enhanced in order to be competitive in such a demanding sector.

Our interactive online methodology combines web conferences with industry professionals and an integral online platform that consists of football-specific case studies, presentations, articles, assignments and online tests that ensure that the concepts are learned, implemented and evaluated.

Our mission is to provide our candidates with a pragmatic approach to learning to set the foundation and promote the development of a successful career in the sports industry.
COURSE OVERVIEW

The Football Marketing & Management Online Course is a two-month program that provides students with a complete look into the football industry from the perspective of sports marketing, sponsorship, athlete representation, media and event management.

KEY LEARNING OUTCOMES

• **Understanding how football clubs generate revenue** - commercial case studies on ticketing, hospitality, merchandising, sponsorship, and TV rights

• **Preparing successful sponsorship proposals** - best practices and case study analysis from the perspective of corporate sponsors, rights holders, agencies and other industry stakeholders

• **Understanding the “football player brand”** - image rights, player endorsement contracts, sponsorship obligations, activation via social media, commercial service days, etc.

• **Understanding how major events are organized** - case study analysis on event management and organization of major FIFA and UEFA tournaments, their sponsorship contracts, ambush marketing protection, legacy and economic impact evaluation.

• **Understanding the role of the players’ agent** - overview on new intermediation regulations and the practical aspect of representing players including drafting contracts, international transfers, economic and federative rights, third-party ownership, transfer of minors regulations, etc.

• **Understanding the role of digital media in football** - how digital platforms are used as communication outlets and commercial channels to sell by football clubs in domestic and emerging markets, social media monetization, fan engagement, tone and voice and most recent digital trends in digital sport
FOOTBALL MARKETING & MANAGEMENT ONLINE COURSE

The Football Marketing & Management Online Course is divided into eight modules that are designed to equip and prepare professionals to develop a successful career path and enhance their opportunities to work in the football industry. The course is structured in the following manner:

Module 1 – Introduction to football marketing and the business of sport - satisfying the needs of today’s international football consumers

Module 2 – Business development at top European football clubs – matchday revenues, commercial sponsorships, and TV revenue distribution models

Module 3 – Successful football sponsorship partnerships – best practices between sponsors and rights holders, activations, contract negotiations

Module 4 – Athlete representation in football - the role of the agent/agency in the professional football industry

Module 5 – Individual athlete sponsorship in football - the winning relationship between a commercial brand and a football brand ambassador

Module 6 – Ambush marketing in football – protecting football properties and defending sponsors’ brands

Module 7 – Strategic football event management – major international football competitions as vehicles for economic, social and cultural impact

Module 8 – Digisport & social media – new ways for football clubs and organizations to communicate with sport consumers and monetizing digital platforms

* Please note that some program content may be subject to change
AIMED AT:
The program is designed for those looking to start or advance their professional career in the football/soccer industry in the areas of marketing, sponsorship, athlete representation, media and event management.

We have developed an integral learning system consisting of live weekly web conferences with industry professionals and like-minded peers, complemented with an interactive online platform designed to develop the skills through football-specific case studies, practical course work and a multicultural learning environment.

Whether you are a recent graduate or an experienced executive, the program will provide you with the hands-on learning experience, skills and networking opportunities to get ahead in the football industry.

FACULTY
The Sports Business Institute Barcelona brings together football industry executives to provide students with the most relevant and up-to-date best practices from the sector.

KEY BENEFITS
- Industry-specific case studies
- Networking and developing relationships with key sports industry influencers
- Online course with live classes via web conference available from anywhere in the world

DATES
The course is offered several times during the year. Contact our team at info@sbibarcelona.com to get more information about upcoming dates.

LANGUAGES
The course is available in both English and Spanish.

ACADEMIC FEE
595 Euros
ONLINE METHODOLOGY

Our interactive methodology combines live weekly web conferences with industry professionals with an integral online platform that consists of practical readings, football-specific case studies, forums and discussion groups that ensure that the concepts are learned, implemented and evaluated.

Our approach to learning consists of the following structure:

1. **Individual preparation**
   - reading of cases, articles and technical notes from the interactive online platform

2. **Group discussions**
   - interactive discussions via email, forums and social networks with classmates

3. **Weekly Web Conference session led by industry professional**
   - sharing of professional experiences, best practices, lessons learned and conclusions drawn from each session

4. **Implementation and evaluation**
   - students are evaluated through hands-on assignments and interactive online tests
CAREER PATHS

Our practical methodology together with the networking opportunities available with sports executives will enhance students’ possibilities of landing a position in the football industry in the following areas:

• Marketing, sales, ticketing, media, and other executive positions in sports clubs, associations, federations and governing bodies

• Marketing and sponsorship departments of multinational firms

• Sports communication agencies and media outlets

• Representation and event management agencies

• Administrations responsible for sporting event organization and management

• Sport facilities and stadium management
WHY STUDY AT THE SPORTS BUSINESS INSTITUTE BARCELONA?

We offer you the unique possibility of studying sports management courses related to marketing, sponsorship, media and event management from anywhere in the world.

The main benefits of studying at SBI include:

• We are one of the only specialized academies in the world that focus specifically on the football/soccer industry

• Our courses allow students to network and interact with leading decision-makers in corporate sports

• Our hands-on methodology ensures that concepts are not only learned but applied and put into practice through hands-on assignments

• The football business training we offer has been specifically designed for students who are looking to acquire the necessary knowledge and skills to start or advance their career in such a competitive sector
Our sports business opinion is regularly entrusted by major national and international news outlets. We have provided expert insights for leading media organizations at a national and international level such as FC Business, GOAL.com, Deutsche Welle, TV3, Yutang Sports, Soccerex among many others.
CLIENTS

We have trained executives across the football industry from top clubs, federations, media outlets, agencies, and brands worldwide including:

- FIFA
- UEFA
- Manchester United
- Liverpool FC
- Manchester City FC
- FC Barcelona
- Real Madrid
- Inter Milan
- Newcastle United
- West Ham United
- Galatasaray S.K
- UAE Arabian Gulf League
- Major League Soccer
- Wolverhampton Wanderers
- SoccerEx
- Wyscout
- FC Business
- Federación Mexicana de Fútbol
- Goal.com
- Yutang Sports
- Club Wembley
- KPMG Football Benchmark
- Club Cerro Porteño
- Nike
- EA Sports

PARTNERS

Sports Business Institute Barcelona collaborates with FC Business Magazine (UK) and Results Sports Digital Media Agency (Germany) delivering numerous training and development projects within the football industry.
TESTIMONIALS

**Leo Avery**  
Legal Counsel, Marketing Rights at T.E.A.M. Marketing AG

"The Sports Business Institute’s Online Football Marketing & Management course provides an extremely detailed insight into the key commercial aspects of the football business. The weekly group discussions, expertly led by the knowledgeable Diego Valdes, provide an invaluable opportunity for students to engage with each other and share ideas and opinions. Additionally, the course materials give students a vast amount of background information on a wide variety of relevant topics. I would happily recommend this course to both those looking to gain an insight into the football business and those already working in the industry."

February 4, 2015, Leo was Sports Business’s client

**Richard Lamb**  
Managing Director Asia

"Well-researched, engaging, challenging and thoroughly enjoyable, this is a first-rate course useful for both people in the football industry or aspiring to work in football. The content was highly relevant and up-to-date, reflecting the different approaches to this fast-paced industry, while also looking at the potential developments and opportunities. The instructor, Diego, has fantastic experience in the many aspects of football and has the ability to impart knowledge in an engaging and interesting manner, which encourages participants to think for themselves and gain a deep understanding of the field. Working in the football industry myself, I have been able to improve my skill-set and ability to perform my job thanks to this course. I would wholeheartedly and without reservation recommend this course to anyone either in the industry or aiming to gain a fundamental understanding of how football works off the pitch."

May 12, 2015, Richard was Sports Business’s client

**Laura Gabbidon**  
Marketing Manager at Wolverhampton Wanderers Football Club

"I completed the Marketing and Social Media modules back to back and found them interesting and valuable. Working interactively with people from different sports backgrounds provided really interesting opinions and cases and a new perspective on an industry I’ve worked in my whole career. Anyone looking to break into the industry should definitely look at this course, the networking opportunities alone are invaluable. Even for professionals within the industry there’s still a lot of information and inspiration that comes from both courses - definitely worth a look!"

July 16, 2015, Laura was Sports Business’s client

**Mark Roberts**  
Professional Footballer & Sports Broadcasting Graduate, PFA Union club representative

"I can’t speak highly enough of the team at Sports Business Institute Barcelona and am so pleased I decided to study with them. As a professional footballer with an interest in the business side of the industry I couldn’t have hoped for a greater insight than the course provided. I have studied online before but the way this course is structured was far more interactive and I really benefitted from the broad and detailed knowledge that Diego was able to provide. I have already enrolled myself on the digital media and communications course that they run and look forward to when it commences in 2016. For anyone looking to work within the world of football or develop their personal network studying with Sports Business Institute is the perfect place to look!!"

December 23, 2015, Mark was Sports Business’s client
BENEFITS OF STUDYING ONLINE

Studying online offers students many benefits including:

1. Possibility of studying from anywhere in the world via our online campus and live web conference classes

2. Lower tuition costs for high quality executive sports business training

3. Flexibility of completing tests and assignments according to your schedule

4. Possibility of balancing course with work and other professional activities

5. Interaction and collaboration with staff and multicultural peers available through various online channels

6. Time and energy saved by avoiding travelling and commuting to a physical classroom setting
CONTACT INFORMATION

Email: info@sbibarcelona.com

Tel. Spain Office:
(+34) 636 293 097

Tel. North American Office:
(+1) 613-805 0797

Twitter: @SBI_Barcelona
Skype: SBI_Barcelona

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