



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA

# SPORTS MANAGEMENT



## Duration

3 weeks, 60 contact hours.

## Objectives

- To respond to the current needs of the sports phenomenon, amongst which includes the specialization of sports management professionals in each of the specific sport areas.
- To acquire the knowledge, applied foundations and necessary skills for the correct development of associated marketing in sport organizations.
- To achieve a knowledge of strategic planning for the successful development of a sport organization.
- To acquire knowledge in the areas of economic management, financing, information systems and the creation of strategies in sport organisations.
- To acquire knowledge through studying different case studies and through personal experience of the elite professors.
- To acquire the knowledge, applied foundations and necessary tools for correct management processes, quality policies and sustainability in sports facilities.

## Business Partners



## Fee

€2,500 /student

### Services provided:

- 1 Professor/tutor for free
- Accommodation (triple or double room upon availability)
- Breakfast and lunch (excluded weekends)
- Group airport transfer service
- Bus ticket
- UCAM welcome pack
- Teaching materials
- Murcia city center tour

## Contact

International Admissions Office  
(+34) 968 278 786  
admissions@ucam.edu  
international.ucam.edu

# Schedule

## WEEK 1: MARKETING

### Session 1: Management of LaLiga Team

- Point of view of a General Director at Elche (2<sup>nd</sup> division)
- Point of view of a Marketing Director at Salamanca (2<sup>nd</sup> division)
- Workshop

### Session 2: New age in LaLiga

- Globalization of LaLiga
- LaLiga Ambassadors
- Economic Control of LaLiga
- Image Rights
- Workshop

### Session 3: Corporate Communication, case of study: UCAM

- Business is image
- Creative Team
- Creative working workflows
- Working tools
- Sport as branding corporate strategic shield
- Merchandising and sports gear
- Successful sports marketing campaigns
- UCAM Athletes as University ambassadors

### Session 4: "Creative Thinking and Innovation in Sport. Case study: Mexico '68 Olympics"

- Introduction to Creative Thinking & Innovation through real-life cases:
  - Personality
  - Environment
  - Outcome
  - Process
- Remarks about being creative
- Wrong Ideas about being creative
- The Secrets of being creative
- Case study discussion: México '68 Olympics
- Workshop

## WEEK 2: MANAGEMENT / SPORTS FACILITIES

### Session 1: "Redefinition of sport concept as a product and its exchange through the Internet"

- Redefinition of sport as a product
- Sports entities Website analysis & Ux
- A new model for Internet
- Workshop: UCAM Sports website analysis
- Discussion

### Session 2: Fran de Paula

- Pinatar Arena Football Center. The management of a sport facility.
- FC Cartagena. Management of football club.
- Workshop

### Session 3: Miguel Rodriguez

- How to create a sports company
- Strategy Plan of a Sport Company
- Strategy of Startups
- Business Model of a Sport Entity

### Session 4: José Miguel Garrido

- Management of a basketball club
- Marketing around a Basketball team
- Match Day
- Workshop

## WEEK 3: SPORTS EVENTS

### Session 1: Sports Events Organization from inside

- Study Case of Volvo Ocean Race
- Study Case of Mutua Madrid Open
- Workshop

### Session 2: Sports Tourism

- Management and organization of events in La Manga Club
- Management and organization of events in Pinatar Arena
- Workshop

### Session 3: "Sports Event Organisation and Promotion"

- What is a Sports Event?
- Design
- Management Implications
- Promotion
- Case Study 1 discussion: When We Were Kings (M. Ali vs G. Foreman). Kinshasa, Zaire. 1974 (Movie to be watched before class).
- Case study 2: The Great North Run
- Workshop: The Olympic Agenda 20+20 "Reverse" SWOT Analysis

### Session 4: Fran de Paula

- Match Day of a Football Team
- Organization of an international sub 21 match
- Workshop

## Teaching Staff

### José Moya

- Director of UCAM Sports Management University
- Ex General Director of Elche C.F.
- Ex Marketing Director of U.D. Salamanca
- Professor of MBA Sports Management

### Francisco Javier Perdiguero

- PhD Professor & International EduProjects
- Professor of MBA Sports Management
- Ex Dean ISEAD Business School

### Francisco de Paula

- General Manager of Pinatar Arena Football Center
- Ex Executive President of FC Cartagena
- Professor of MBA Sports Management

### Miguel Rodriguez

- Digital Business BMN
- Cofounder Spain Startup Factory
- Profesor of MBA and MBA Sports Management

### Pablo López-Guardiola

- Global Chief Creative Officer of UCAM
- Professor of MBA Sports Management

### José Miguel Garrido

- Director of Commercial and Marketing of UCAM Basketball ( Liga Endesa)
- Professor of MBA Sports Management

### Alejandro Santos

- General Director of UCAM CF (LaLiga123)

