



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

SHORT COURSE IN SPORT MANAGEMENT AND ESPORTS



More info:



MODALITY
On Campus



CAMPUS
Murcia



DURATION
2 weeks



CREDITS
3 ECTS



MINIMUM
10 students

Objectives

The intense growth experienced by the sports and Esports industry in recent years has led to the creation of the University Diploma in Sports Management & Esports, aimed at future and current professionals who wish to complement their training.

This programme will provide students with the basis of sports management and they will be guided by renowned professionals from the world of sport. During the course students will have contact with leading sport organisations where they will be able to directly observe the practical application of the contents developed in class.

Additional Information

- **Place:** On Campus (Murcia)
- **Hours:** 45 hours
- **Schedule:** Monday to Friday. 09:00-14:00 or 16:00-21:00

Curriculum

ESPORTS MODULE

- Management of Esports clubs
- Advertising and marketing in Esports
- Management of Esports events
- Functioning and performance keys in Esports

SPORT MANAGEMENT MODULE

- Brand image
- Sport betting scams
- Sports protocol
- Marketing in sports facilities

Student Profile

Anyone interested in sports management and the emerging Esports market.

Services Included

- Accommodation
- Breakfast and lunch (excluding weekends)
- Transport Card (Murcia city)
- Teaching materials
- UCAM welcome pack
- Murcia city guided tour
- UCAM Course Completion Certificate
- 1 company visit per week

Airport transfer to Murcia or Pick up services are not included.

