



EXECUTIVE PROGRAM IN INTERNATIONAL EXPANSION FOR SPORTS PROPERTIES

IN COLLABORATION WITH



UNIT N°1: INTERNATIONAL OPPORTUNITIES

1. SPORTS AS A GLOBAL INDUSTRY
2. LA LIGA'S EXPANSION IN ASIA.

UNIT N°2: COMMERCIALIZATION OPPORTUNITIES

UNIT N°3: INTERNATIONAL GAMES

1. TOURS & FRIENDLY MATCHES AT ISL AGENCY

UNIT N°4: INTERNATIONAL RELATIONS & FOOTBALL OPERATIONS



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UNIT N°5: SPONSORSHIP & ENDORSMENT

UNIT N°6: PROJECT DEVELOPMENT

UNIT N°7: FAN ENGAGEMENT

UNIT N°8: ESPORTS

UNIT N°9: ESPORTS PARTNERSHIPS

UNIT N°10: INTERNATIONAL ACADEMIES

UNIT N°11: LA LIGA EXPANSION IN NORTH AMERICA

UNIT N°12: INTERNATIONAL TALENT RECRUITMENT

UNIT N°13: USE OF TECHNOLOGIES FOR GLOBALIZATION

UNIT N°14: INTERNATIONAL CAMPS



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UNIT N°15: SPORTS TOURISM & YOUTH TRAVEL

UNIT N°16: DIGITAL COMMERCIAL EXPLOITATION FOR CLUBS AND FEDERATIONS

UNIT N°17: FAN DATA & ANALYTICS

UNIT N°18: COMMERCIAL EXPLOITATION AT MESTALLA STADIUM

UNIT N°19: SPORTS MARKETING

UNIT N°20: FUTURE IN SPORTS TECH

UNIT N°21: EUROLEAGUE STRATEGY

UNIT N°22: GLOBAL SPORTS MARKETING STRATEGY OF A TENNIS BRAND

UNIT N°23: NEGOTIATION IN SPORTS INDUSTRY



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*Program subject to change