

MASTER IN INTERNATIONAL SPORTS MANAGEMENT



**SPORTS
INSTITUTE**

PROGRAMA

UNIT 1

Introduction and Federations

- **Class 1:** The Role of Grassroots in the Future of Football
- **Class 2:** The Role of Football Fed: RFEF Case
- **Class 3:** SPORTS MARKETING: Ethics & Responsibility

UNIT 2

Organization and Governance

- **Class 1:** EU SPORTS MODEL: Specificity of Sports
- **Class 2:** Governance in EU Sports
- **Class 3:** Model of Football Competitions
- **Class 4:** US Model of Sports Competitions
- **Class 5:** The NFL Success

UNIT 3

Regulatory Framework

- **Class 1:** Introductory to Disciplinary Regulations
- **Class 2:** Match Fixing & Anti Doping
- **Class 3:** FIFA Regulations on the Status & Transfer of Players
- **Class 4:** Football Agent Regulations
- **Class 5:** Dispute Resolutions Mechanisms in Sports
- **Class 6:** Commercial contracts

PROGRAMA

UNIT 4

Management & Strategy

- **Class 1:** Management of Football Clubs
- **Class 2:** Management of a Sports Association
- **Class 3:** Strategic Planning. Organization & Management
- **Class 4:** HR & Risk Management
- **Class 5:** Multiple Ownership
- **Class 6:** Representation of (NBA) Athletes

UNIT 5

Events Organization

- **Class 1:** Management of International Events
- **Class 2:** Bidding Process for Mega Events
- **Class 3:** Events Operations of a Football Club
- **Class 4:** Exploitation of Assets
- **Class 5:** F1, Moto GP and Others

UNIT 6

Marketing

- **Class 1:** Fundamentals of Sports Marketing
- **Class 2:** Sports Marketing Agencies
- **Class 3:** Brands: Brand & Image Management
- **Class 4:** Sponsorship Activation
- **Class 5:** Ambush Marketing

PROGRAMMA

UNIT 7

The Role of Communication

- **Class 1:** Media Rights
- **Class 2:** Communication in Sports
- **Class 3:** TV Production
- **Class 4:** Design & Communication
- **Class 5:** Social Media & Content

UNIT 8

Finance & Taxation

- **Class 1:** Financial Direction of Football Clubs
- **Class 2:** Financial Fair Play
- **Class 3:** Taxation Regime & Planning
- **Class 4:** Taxation of Image rights & Sponsorship Incomes

UNIT 9

The Future of Sports

- **Class 1:** Investments & Fan Engagement
- **Class 2:** Introduction to Esports
- **Class 3:** The Role of Sports in Society
- **Class 4:** Sustainability of Sports

UNIT 9

Professional Skills

- **Class 1:** Public Speaking
- **Class 2:** Networking
- **Class 3:** Women in Sports
- **Class 4:** Business Intelligence

*Program subject to change



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For more information about our
programs, visit **www.itti.es** or contact
admissions@itti.es.