



**BARÇA  
INNOVATION HUB**  
Universitas

**CERTIFICATE**

# **COMMUNICATION IN SPORTS ORGANIZATIONS**

**100% ONLINE • 4 MONTHS**

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**VYSOKÁ ŠKOLA  
MANAŽMENTU**

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In this course, which is targeted at both new and established managers, Jimmy Sanderson and Sean D. Williams will teach the essential skills for managing the most relevant external communication tasks of their sports organizations in order to communicate effectively with their diverse audiences and achieve positive results.

**Sean D. Williams**  
EXPERT INSTRUCTOR



Ph.D., professor and member of Clemson University's Spiro Institute for Entrepreneurial Leadership.

**Jimmy Sanderson**  
EXPERT INSTRUCTOR



Assistant Professor in the Department of Kinesiology and Sport Management at Texas Tech University. He actively researches the influence of social media on sport and consults with sport organizations on social media management.



- **DELIVERY MODE ONLINE**
- **DURATION 4 MONTHS**
- **ACADEMIC DEGREE EXECUTIVE EDUCATION**
- **DELIVERED IN ENGLISH, SPANISH, PORTUGUESE**



# OBJECTIVES

Provide managers with an essential understanding of the sports unique communications environment and help them gain skills in developing communication plans to achieve organizational goals.

## AIMED AT

- Managers of organizations linked to the world of sport (clubs, federations, companies which offer sports products and/or services).
- Professionals working in the business and/or sports field, who wish to make a qualitative leap in their careers by acquiring specialized knowledge.
- Professionals in general, interested in this subject.

## LEARN TO

- Complete most fundamental communication tasks on their own when a dedicated communications staff does not exist
- Manage the work of communications teams when the organization employs professional communicators.

# COURSES

The Certificate is composed of four one-month courses. This Certificate is completed sequentially (the course is enabled and each course is completed over a month).

Describe the Role of Communication in Sports Organizations

Explain the Evolution of Sports Communication and Describe Effective Collaboration with Journalists

## COMMUNICATION ISSUES IN SPORTS ORGANIZATIONS

Constructing Messages for Traditional and Digital Media

Create a Communication Strategy to Maximize Impact

Social Media and the Changing Organizational Environment

Social Media Content and Engaging Audiences

## SOCIAL MEDIA STRATEGIES IN SPORTS ORGANIZATIONS

Social Media and Organizational Governance

Social Media Strategies

The Foundation of Sports Public Relations

The Changing Landscape of Sports Public Relations: From a Sports-Information Model to an Active Communication Model

## PUBLIC RELATIONS IN SPORTS ORGANIZATIONS

Sports Public Relations and Crisis Communication

Sports Public Relations and Social and Digital Media

Sport Marketing and Branding

Sports Marketing and Digital and Social Media

## MARKETING IN SPORTS ORGANIZATIONS

Sponsorship and Sales

Create a Successful Marketing Plan

# EXPERIENCE

All your learning experience will take place in an online platform where you will find all the resources you need to study:

## LECTURES

which address the main topics.

## VIDEOS

that deepen some subjects of the readings.

## ACTIVITIES

to apply the content addressed in each module.

## RUBRICS

that will evaluate you in each module.

## ONLINE EXPERT

In every course, you will have the support and virtual follow-up of a subject-matter expert. This online expert will perform interventions throughout the different modules to ensure your learning, as well as the interaction with the rest of your peers.

In addition, he will be available in the forum and by internal messaging so that you can appeal to him as many times as you need.

## FORUMS

where you can interact with your colleagues.

## SELF-ASSESSMENTS

which will help you measure your learning progress.



# BENEFITS

- **World-class content, designed by experts and sports-industry oriented for an immediate impact.**
- **Round-the-clock access to study material, wherever you want and from any device.**
- **Custom feedback for every individual and teamwork activity.**
- **Spaces of discussion and interaction with industry professionals from all over the world.**
- **Certificate of participation for each course, issued by Barça Innovation Hub - Universitas. If you pass each of the courses that make up the program, and complete and pass the comprehensive final exam, you will also receive a verified certificate of completion for the entire program, with confirmation of identity, issued by Barça Innovation Hub - Universitas.**



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**CREATING A NEW GENERATION OF  
SPORTS PROFESSIONALS**

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