Study Plan

- ✓ Sports and physical activity sciences
- ✓ Digital marketing
- ✓ Management of sports organisations
- ✓ Sports data analysis and processing
- ✓ Fundamentals of marketing, advertising, and communication
- ✓ Marketing analytics
- ✓ Innovation and sports marketing

Sem. = Semester

Mod./M = Modality

O = On-site

P = On-site Part-time

Subject	Sem.	Mod.
FIRST YEAR		
Mathematical Tools for Business Management	1	O
Digital Productivity Tools	1	O
Fundamentals of Business Management	1	O
Self-knowledge and Professional Development	1	O
Impact of the Social, Cultural and Political Environment on Business	1	O
Fundamentals of Data	2	O
Innovation and Business Sustainability	2	O
Impact of Technologies on Business	2	O
Oral and Written Communication	2	O
Customer-Centric Marketing	2	O
SECOND YEAR		
Data Analysis and Visualisation	1	O
Data Management	1	O
Team Leadership and Development	1	O
Digital Communication Tools	1	O
Impact of the Economic Environment and Legal Framework on Business	1	O
Sport and Fitness Ecosystem	2	O
Sports Training	2	O
Kinesiology	2	O
The Impact of Sport on Tourism and Leisure	2	O
Finance in Sport	2	O
Consumer Behaviour	2	P

Choose your major from the third year onwards.

Majors

- Management of sports organisations, sports facilities, fitness centres and sports events + Advertising
- Management of sports organisations, sports facilities, fitness centres and sports events + Marketing analytics
- Analysis and processing of sports data + Advertising

Subject	Sem.	M
THIRD YEAR		
Sports Facilities and Equipment	1	O
Sports Law	1	O
Physical Activity and Training for Specific Groups	1	O
Organisation and Management of Sporting Events ●●	1	O
Sports Data Acquisition and Storage ●	1	O
Programming Applied to Sports Data Analysis ●	1	O
Brand Management ●	1	P
Pricing Strategies ●	1	P
Management of Sports Organisations, Sports Facilities and Fitness Centres ●●	1	O
Technologies Applied to Sport and Fitness	2	O
Innovation in Sports Activities and Equipment	2	O
Sports Marketing ●	2	O
Design and Organisation of Sports Activities	2	O
Management of Work Teams in Sports Environments ●●	2	O
Sports Audience Data Collection and Analysis ●	2	O
Sports Data Mining ●	2	O
Fitness Data Collection and Analysis ●	2	O
Strategic Marketing ●	2	P
Fundamentals of Data Analytics in Marketing ●●	2	P
FIFTH YEAR		
Technological Trends in Advertising ●●	1	O
Digital and Audiovisual Production ●●	1	O
Advertising Agencies ●●	1	O
Advertising Metrics and Analytics ●	1	O
Predictive Analytics and Data Mining ●	1	O
Analytical Models in Marketing ●	1	O
Customer Metrics and Analysis ●	1	O
Market Trends Metrics and Analysis ●	1	O
Digital Marketing Metrics and Analytics ●	1	O
Pricing Strategy ●	1	O
Strategic Advertising Planning ●	1	O
AI Applied to Advertising ●	1	P
Marketing Mix Metrics and Analysis ●	1	P
Creativity and Advertising Projects ●●	1	P

Subject	Sem.	M
FOURTH YEAR		
Security and Sports Protocol ●●	1	O
Technological Trends in the Sports Field ●●	1	O
Sports Communication ●●	1	O
Sports Sponsorship ●	1	O
Analysis and Valuation of Sports Investment Projects ●●	1	O
Predictive Analytics ●	1	O
AI Applied to Sports Data Analysis ●	1	O
Sports Visualisation and Reporting ●	1	O
Sports Analytics Projects ●	1	O
Communication and Advertising ●	1	P
Strategic Advertising Planning ●	1	P
Data Collection and Processing in Marketing ●	1	P
Capture and Analysis of Performance Data in Sports Competitions ●	1	O
Market Research	2	O
Customer Management and Loyalty Strategies	2	O
External Academic Internships	2	O
Sport Bachelor's Thesis	2	O
Strategic Marketing ●●	2	O
Fundamentals of Data Analytics in Marketing ●	2	O
E-Commerce and Omni-Channel Management	2	O
Marketing Bachelor's Thesis	2	O
Advertising Campaigns ●●	2	O
Communication Media and Platforms ●●	2	O
Advertising and Social Media ●●	2	O
AI Applied to Advertising ●	2	O
Marketing Visualisation and Reporting ●	2	O
Marketing Analytics Projects ●	2	O