

MAJOR IN
 Management of sport organisations, sports facilities, fitness centres and sports events
 + Advertising

Course	Sem.
FIRST YEAR	
● Mathematical Tools for Business Management	1
● Digital Productivity Tools	1
● Fundamentals of Business Management	1
● Self-Knowledge and Professional Development	1
● Impact of Social, Cultural and Political Environment on Businesses	1
● Fundamentals of Data	2
● Business Innovation and Sustainability	2
● Impact of Technologies on Businesses	2
● Written and Oral Communication	2
● Client-Centric Marketing	2

Course	Sem.
FOURTH YEAR	
□ Sport Safety and Protocols	1
□ Sports Technology Trends	1
□ Sport Communication	1
□ Sport Sponsorship	1
□ Analysis and Valuation of Sport Investment Projects	1
□ Strategic Advertising Planning	1 (B)
■ Market Research	2
■ Customer Management and Loyalty Strategies	2
■ Strategic Marketing	2
■ External Academic Internships	2
■ Sport Bachelor's Thesis	2

Course	Sem.
SECOND YEAR	
● Data Analysis and Visualisation	1
● Data Management	1
● Team Leadership and Development	1
● Digital Communication Tools	1
● Impact of Economic Environment and Legal Framework on Businesses	1
■ Sport and Fitness Ecosystem	2
■ Sports Training	2
■ Kinesiology	2
■ Impact of Sport in Tourism and Leisure	2
■ Sport Finance	2
■ Consumer Behaviour	2 (B)

Course	Sem.
FIFTH YEAR	
□ Technological Trends in Advertising	1
□ Digital and Audiovisual Production	1
□ Advertising Agencies	1
□ Advertising Metrics and Analytics	1
□ Creativity and Advertising Projects	1
□ AI Applied to Advertising	1 (B)
■ E-Commerce and Omni-Channel Management	2
■ Marketing Bachelor's Thesis	2
□ Advertising Campaigns	2
□ Communication Media and Platforms	2
□ Advertising and Social Media	2

Course	Sem.
THIRD YEAR	
■ Sports Facilities and Equipment	1
■ Sports Law	1
■ Physical Activity and Training for Specific Groups	1
■ Pricing Strategies	1 (B)
□ Organisation and Management of Sports Events	1
□ Management of Sports Organisations and Sports Facilities and Centres	1
■ Sport and Fitness Technologies	2
■ Innovation in Activities and Sports Equipment	2
■ Fundamentals of Data Analytics in Marketing	2 (B)
□ Sports Marketing	2
□ Design and Organisation of Sports Activities	2
□ Management of Work Teams in Sports Environments	2

(B) = Blended Learning (On-site Flexible)

- Common Courses
- Sports Courses
- Marketing Courses
- Major: Sports Organisation Management
- Major: Advertising

RECOGNITIONS

Core courses common to both degrees

- Mathematical Tools for Business Management
- Digital Productivity Tools
- Fundamentals of Business Management
- Self-Knowledge and Professional Development
- Impact of Social, Cultural and Political Environment on Businesses
- Fundamentals of Data
- Business Innovation and Sustainability
- Impact of Technologies on Businesses
- Written and Oral Communication
- Client-Centric Marketing
- Data Analysis and Visualisation
- Data Management
- Team Leadership and Development
- Digital Communication Tools
- Impact of Economic Environment and Legal Framework on Businesses

Courses completed in Sports

- Innovation in Activities and Sports Equipment (semester 6)
- Sports Marketing (semester 6)
- Sport Communication (semester 7)
- Sport Sponsorship (semester 7)

Courses recognised in Marketing

- Products and Services Innovation and Development (semester 4)
- Communication and Advertising (semester 5)
- Brand Management (semester 5)

Total credits: 342 ECTS

- 90 ECTS ○ Common credits
- 60 ECTS ○ Compulsory credits in Sport
- 42 ECTS ○ Compulsory credits in Marketing
- 60 ECTS ○ Major credits in Sport
- 60 ECTS ○ Major credits in Marketing
- 6 ECTS ○ Compulsory internships in Sport
- 12 ECTS ○ Bachelor's Thesis (TFG) in Sport
- 12 ECTS ○ Bachelor's Thesis (TFG) in Marketing

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FIRST YEAR	
● Mathematical Tools for Business Management	1
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● Fundamentals of Data	2
● Business Innovation and Sustainability	2
● Impact of Technologies on Businesses	2
● Written and Oral Communication	2
● Client-Centric Marketing	2

Course	Sem.
FOURTH YEAR	
□ Sport Safety and Protocols	1
□ Sports Technology Trends	1
□ Sport Communication	1
□ Sport Sponsorship	1
□ Analysis and Valuation of Sport Investment Projects	1
□ Data Collection and Processing in Marketing	1 (B)
■ Market Research	2
■ Customer Management and Loyalty Strategies	2
■ Strategic Marketing	2
■ External Academic Internships	2
■ Sport Bachelor's Thesis	2

Course	Sem.
SECOND YEAR	
● Data Analysis and Visualisation	1
● Data Management	1
● Team Leadership and Development	1
● Digital Communication Tools	1
● Impact of Economic Environment and Legal Framework on Businesses	1
■ Sport and Fitness Ecosystem	2
■ Sports Training	2
■ Kinesiology	2
■ Impact of Sport in Tourism and Leisure	2
■ Sport Finance	2
■ Consumer Behaviour	2 (B)

Course	Sem.
FIFTH YEAR	
□ Predictive Analytics and Data Mining	1
□ Analytical Models in Marketing	1
□ Customer Metrics and Analysis	1
□ Market Trends Metrics and Analysis	1
□ Digital Marketing Metrics and Analytics	1
□ Marketing Mix Metrics and Analysis	1 (B)
■ E-Commerce and Omni-Channel Management	2
■ Marketing Bachelor's Thesis	2
□ AI Applied to Advertising	2
□ Marketing Visualisation and Reporting	2
□ Marketing Analytics Projects	2

Course	Sem.
THIRD YEAR	
■ Sports Facilities and Equipment	1
■ Sports Law	1
■ Physical Activity and Training for Specific Groups	1
■ Pricing Strategies	1 (B)
□ Organisation and Management of Sports Events	1
□ Management of Sports Organisations and Sports Facilities and Centres	1
■ Sport and Fitness Technologies	2
■ Innovation in Activities and Sports Equipment	2
■ Fundamentals of Data Analytics in Marketing	2 (B)
□ Sports Marketing	2
□ Design and Organisation of Sports Activities	2
□ Management of Work Teams in Sports Environments	2

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- Sports Courses
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- Major: Sports Organisation Management
- Major: Marketing analytics

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- Fundamentals of Data
- Business Innovation and Sustainability
- Impact of Technologies on Businesses
- Written and Oral Communication
- Client-Centric Marketing
- Data Analysis and Visualisation
- Data Management
- Team Leadership and Development
- Digital Communication Tools
- Impact of Economic Environment and Legal Framework on Businesses

Courses completed in Sports

- Innovation in Activities and Sports Equipment (semester 6)
- Sports Marketing (semester 6)
- Sport Communication (semester 7)
- Sport Sponsorship (semester 7)

Courses recognised in Marketing

- Products and Services Innovation and Development (semester 4)
- Communication and Advertising (semester 5)
- Brand Management (semester 5)

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MAJOR IN
Sports data analysis and processing
+ Advertising

Course	Sem.
FIRST YEAR	
● Mathematical Tools for Business Management	1
● Digital Productivity Tools	1
● Fundamentals of Business Management	1
● Self-Knowledge and Professional Development	1
● Impact of Social, Cultural and Political Environment on Businesses	1
● Fundamentals of Data	2
● Business Innovation and Sustainability	2
● Impact of Technologies on Businesses	2
● Written and Oral Communication	2
● Client-Centric Marketing	2

Course	Sem.
FOURTH YEAR	
□ Predictive Analytics	1
□ AI for Sport Data Analysis	1
□ Visualisation and Generation of Sports Reports	1
□ Sport Analytics Projects	1
□ Capture and Analysis of Performance Data in Sports Competitions	1
■ Communication and Advertising	1 (B)
■ Market Research	2
■ Customer Management and Loyalty Strategies	2
■ Fundamentals of Data Analytics in Marketing	2
■ External Academic Internships	2
■ Sport Bachelor's Thesis	2

Course	Sem.
SECOND YEAR	
● Data Analysis and Visualisation	1
● Data Management	1
● Team Leadership and Development	1
● Digital Communication Tools	1
● Impact of Economic Environment and Legal Framework on Businesses	1
■ Sport and Fitness Ecosystem	2
■ Sports Training	2
■ Kinesiology	2
■ Impact of Sport in Tourism and Leisure	2
■ Sport Finance	2
■ Consumer Behaviour	2 (B)

Course	Sem.
FIFTH YEAR	
■ Pricing Strategies	1
□ Strategic Advertising Planning	1
□ Technological Trends in Advertising	1
□ Digital and Audiovisual Production	1
□ Advertising Agencies	1
□ Creativity and Advertising Projects	1 (B)
■ E-Commerce and Omni-Channel Management	2
■ Marketing Bachelor's Thesis	2
□ Advertising Campaigns	2
□ Communication Media and Platforms	2
□ Advertising and Social Media	2

Course	Sem.
THIRD YEAR	
■ Sports Facilities and Equipment	1
■ Sports Law	1
■ Physical Activity and Training for Specific Groups	1
■ Brand Management	1 (B)
□ Sport Data Acquisition and Storage	1
□ Programming for Sport Data Analysis	1
■ Sport and Fitness Technologies	2
■ Innovation in Activities and Sports Equipment	2
■ Strategic Marketing	2 (B)
□ Capture and Analysis of Sports Audience Data	2
□ Sport Data Mining	2
□ Capture and Analysis of Physical Health Data	2

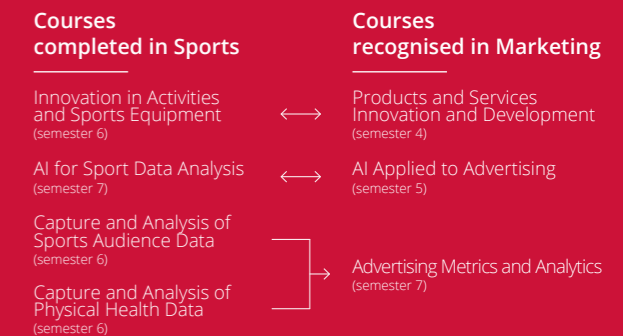
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- Common Courses
- Sports Courses
- Business Courses
- Major: Sports data analysis
- Major: Advertising

RECOGNITIONS

Core courses common to both degrees

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- Digital Productivity Tools
- Fundamentals of Business Management
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- Impact of Social, Cultural and Political Environment on Businesses
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- Data Management
- Team Leadership and Development
- Digital Communication Tools
- Impact of Economic Environment and Legal Framework on Businesses



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- 60 ECTS ○ Compulsory credits in Sport
- 54 ECTS ○ Compulsory credits in Marketing
- 60 ECTS ○ Major credits in Sport
- 48 ECTS ○ Major credits in Marketing
- 6 ECTS ○ Compulsory internships in Sport
- 12 ECTS ○ Bachelor's Thesis (TFG) in Sport
- 12 ECTS ○ Bachelor's Thesis (TFG) in Marketing