

Course in Sport Marketing

BLENDED TBILISI

INTRODUCTION

In today's world, marketing and communications have great relevance. Every day, thousands of unique and specialized apps appear which have a high differential value.

This same specialization and rigor is being applied to educating sport marketing professionals. This innovative 10-week course will provide a first mover advantage to all those marketing professionals the sports industry includes.

Duration

10 weeks

Start date

October 6, 2026

Modality

Online
+ face-to-face
sessions in Tbilisi

Language

English

Tuition fee

€1,300.-

Qualification

Certificate of Completion for the Course in Sport Marketing Blended from Johan Cruyff Institute and JBS Institute, issued using blockchain technology to ensure its authenticity and integrity.



OBJECTIVES

The main objective of the Course in Sport Marketing is to understand the marketing concepts and apply them to sport management. After the course you'll know how to use operational marketing tools that will improve your results as a sport marketing professional.

LEARNING OUTCOMES

- To know analysis and diagnostic tools for market research.
- To know, analyze and assess strategies for the development, launching and positioning of new products.
- To analyze and assess marketing strategies for the internationalization of sports activity.
- To have a good command of technological tools for the exploitation of business resources through marketing.
- To know, analyze and assess the role of digital communities and social media in sports business.
- To know basic digital marketing tools.

LEARNING MODEL

This course puts the student at the center of their education through learning by doing methodology. We encourage collaborative work and transfer the content to specific situations in sport management (connective teaching methodologies and social constructivism). Our faculty of expert professors and tutors will guide each student in the learning process, providing high quality training combined with the flexibility of online study.

VIRTUAL CAMPUS

As a student of this executive program, you will have exclusive access to the learning platform which allows you to monitor your academic progress 24 hours a day, from anywhere in the world. The virtual campus offers a collaborative environment between teachers and students facilitating e-mails, chats, books, articles, case studies, simulations, experiences, websites, blogs and a video library. You will have a wide range of tools at your disposal to make your learning experience interactive, rewarding and complete.

THE FACULTY

The teachers of Johan Cruyff Institute are experts from the sports sector and combine research and consultancy with teaching. Through their experience and knowledge, they have developed a broad variety of cases and concepts to work with.

10 weeks

10 h per week

(approximate dedication)

**Online Learning
+ Face-to-face
sessions in Tbilisi**

ADVANTAGES

- You always study in direct contact with your professors.
- You learn from the direct experience of professionals in the sports sector.
- You do some excellent networking.



THE PROGRAM

A FLEXIBLE, GLOBAL LEARNING EXPERIENCE



This program offers a dynamic and flexible learning experience that blends online learning and live guest lectures with face-to-face sessions in Tbilisi.

The online part offers complete flexibility, allowing students to access content whenever it suits them throughout the week. We recommend dedicating around 10 hours weekly to stay up-to-date with the tutor-scheduled assignments, though the actual time required may vary depending on prior knowledge of the subject or professional experience in the field. On the virtual campus, students will have access to all essential resources for their progress, including notes, podcasts, videos, articles, and case studies, all under the precise guidance of a tutor who will provide directions on activities and deadlines.

Moreover, the courses feature several live webinars led by the professor or invited experts. While attending these webinars in real time is recommended, sessions will be recorded and made available on the virtual campus for later viewing. The courses are structured in two phases: a theoretical phase during the first two weeks, followed by a practical phase in the last three weeks.

This course combines online sessions and individual work with intensive in-person classes (2 days at the end of the program), ensuring a balance between theory, practice, and professional application.



RESOURCES AT YOUR FINGERTIPS

- 1 Case studies developed as a team
- 2 Projects that respond to real business challenges
- 3 Business simulations
- 4 Discussions and forums
- 5 Webinars and live chats
- 6 ICT apps and management tools
- 7 Self-assessment exercises
- 8 Virtual resources
- 9 Research
- 10 Links to bibliographic references

STUDY PLAN

10 WEEKS

To ensure the quality of the educational process, the course is divided into different phases:

Theoretical Phase — 4 weeks

Practical Phase — 4 weeks

Final Project Phase — 2 weeks

STRUCTURE

- 1 Introduction to sport marketing
- 2 Sport Markets
- 3 Sport consumers & stakeholders
- 4 Research in sport marketing
- 5 Sport services
- 6 Sport Marketing Opportunities
- 7 Marketing strategy: Objectives & segmentation
- 8 Marketing strategy: Positioning & value proposition
- 9 Marketing mix: Development & management of products/services/prices/distribution/communication in sport organizations
- 10 Communication plan
- 11 Marketing plan



JOHAN CRUYFF INSTITUTE

A globally recognised leader in sport management education, inspired by Johan Cruyff's vision of bridging sport and academics. Johan Cruyff Institute has trained thousands of professionals worldwide and continues to shape the future of the sports industry.



JBS INSTITUTE GEORGIA

A specialised education and training institution in sport management and sport business programmes. Based in Georgia, it prepares students and professionals for global careers by combining academic knowledge with practical, industry-focused learning.



www.johancruyffinstitute.com

Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).

PRME Principles for Responsible
Management Education



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