

ue



Real Madrid

Escuela Universitaria  
Real Madrid  
UNIVERSIDAD EUROPEA

# INTERNATIONAL EXPERIENCES

Go Beyond



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# International School

The history of Real Madrid is an example of vision, dedication and a pioneering spirit that has inspired generations throughout the years. Its legend in the world of football has forged the most prestigious and respected sports brand on every continent. Real Madrid is a multicultural club open to all and a leader in the global sports industry.

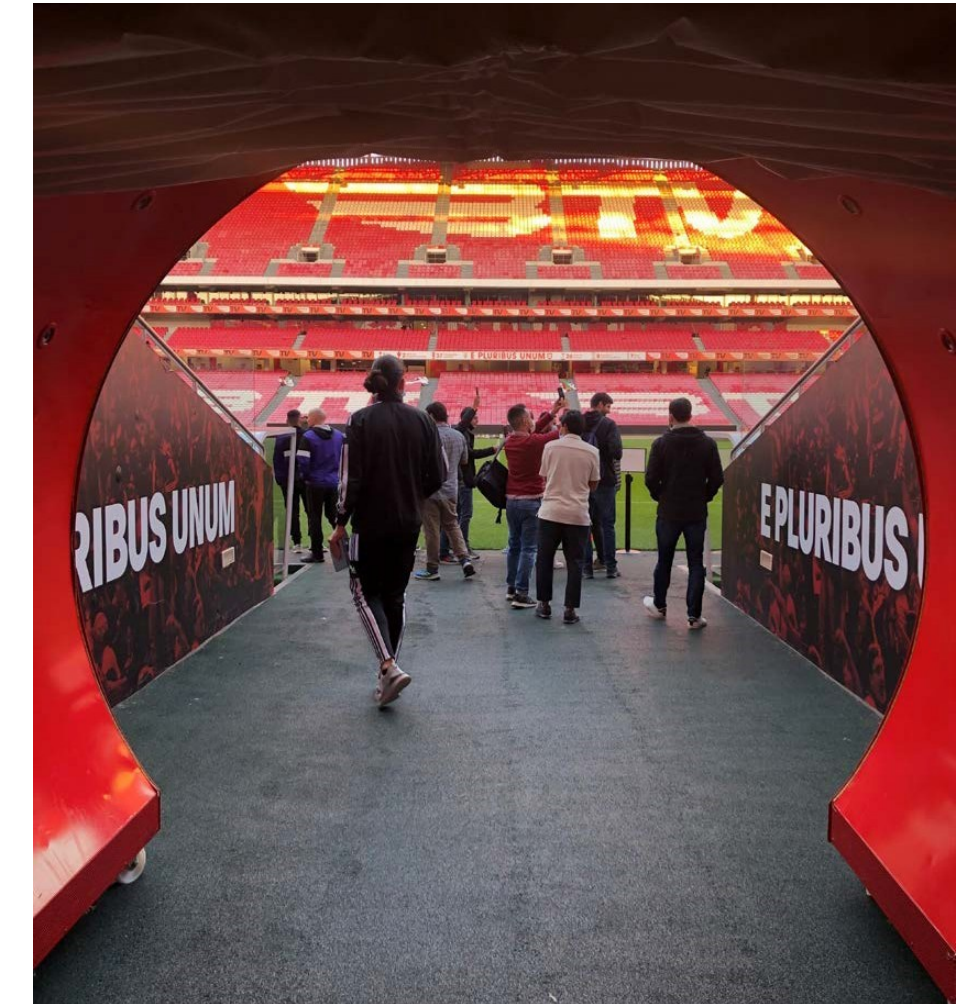
In 2006 started its joint venture with Universidad Europea sharing a great international vocation which is reflected every day in the Campus.

Nowadays Real Madrid Graduate School – Universidad Europea offers 40 graduate programs with the mission of training the future leaders of the Sports Industry. Its Academic quality has made the School become a key part of the professionalization of the field with its more than 16.000 Alumni worldwide.



This year we'll receive around a 1.300 students, 80% of them come from out of Spain. The multicultural profile of the teaching staff and students, coming from more than 100 different nationalities, add a unique value to our graduates.

Our open and multidisciplinary character is enriched with a unique and exclusive International Experiences proposal to dive in different professional models, oriented to several sports and linked with renowned sports entities in each discipline.



We'll visit some worldwide renowned sports facilities, the headquarters of regulatory institutions in sports, and other protagonist of the last trends in the Sports Industry. The visits will have several working sessions with the main leading professionals having the chance to Exchange opinions and Deep dive in the 'know-how' of these sports entities.

A unique chance to broader borders and open your mind.

**#GoBeyond**



# New York, World Sport Business Capital



## Goals

Deep dive in the American Sports management! A unique experiences to get to know firsthand the American sports organization, from the different leagues, teams, marketing manager and events organizers.

You'll assist to sport live events to live in first person the management of sports as a show.

This field trip is aimed to students from the Sports Management, Marketing or Technologies fields. In any case visits and knowledges are relevant to have a 360° view of the Sports Industry.

## Visits y Networking

During the professional visits you'll enjoy masterclasses and networking with these sports institutions' executives.

Some examples from previous trips\*:

- NBA
- NFL
- NHL

- MLB
- St John's University
- New York Red Bull
- Madison Square Garden
- MetLife Stadium
- US Open (Fleashing Meadows)

Additionally, and in function of the competing calendar, you'll may have the chance to enjoy sport live events from the American leagues.

(\*Visits will depend on the competitions calendar and availability.

## Logistic details

This field trip lasts one week approximately, and you can enjoy it in two different periods: by the end of November/begin December and another trip in March (before Easter).

The academic program, tickets to events and facilities, and transportation in the destination are included in the program.

More details about this experience will be provided at the beginning of your master.

**THE OFFICIAL LANGUAGE OF THIS EXPERIENCE IS ENGLISH.**

\*The legal requirements to enter each country, such as visas and vaccines, are the responsibility of the students.

Accommodation, transportation to the corresponding city, and living expenses are also the responsibility of the students.

Trips will only take place if a minimum number of students attend.





# London, the Sport Business pioneers in Europe



## Goals

Get to know a unique and differential business model, cradle of many sports and pioneering in the implementation of professionalization strategies in Sport.

This field trip is aimed to students from the Sports Management, Marketing or Technologies fields. In any case visits and knowledges are relevant for all areas and a big complement for football programs' students.

## Visits y Networking

You'll have the chance of visiting some of the most emblematic headquarters, receiving masterclasses with the experts and executives that lead them.

Some examples from previous experiences are(\*):

- Watford FC
- IMG
- Twickenham Stadium
- Wembley Stadium
- Wimbledon
- Tottenham Hotspur Stadium

In addition, and based in the competitions calendar, you'll have the chance to enjoy Premier League or Championship matches and some other sport live events.

Possible attendance at events depending on availability.

(\*Visits will depend on the competitions calendar and availability.

## Logistic details

This field trip five days and normally it takes place at the end of February.

The academic program, tickets to events and facilities, and transportation in the destination are included in the program.

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# Marketing and Sports Business in Europe



## Goals

This experience is focused on the most relevant trends in the Sports Marketing and Business fields, discovering the last trends with the main executives from Clubs and institutions from Europe.

In addition, this field trip pays special attention to Sports Sustainability and the Digital Transformation that Sports Industry is living nowadays.

This experience is aimed to students from the Sports Management, Marketing or Technologies fields. In any case visits, masterclasses and all the experience will provide you with new knowledge valuable for any sports professional.

## Visits y Networking

You'll travel through the Netherlands and Germany visiting some of the most renowned sport institutions and enjoying masterclasses from their executives in order to discover the most successful strategies in Sports Marketing and Business, a unique opportunity for your professional networking.

Some of the institutions visited previously are(\*):

- Bayern Munich
- Ajax Amsterdam
- BVB Dortmund
- Adidas
- Allianz Area (Munich, ALE)
- Johann Cruyff Arena (Amsterdam, PPBB)
- Signal Iduna Park (Dortmund, ALE)

To complete the experience, and based in the competitions calendar, you'll have the chance to enjoy Eredivisie or Bundesliga matches.

(\*Visits will depend on the competitions calendar and availability.

## Logistic details

This field trip lasts 5 days approximately and normally it takes place at the end of February.

Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

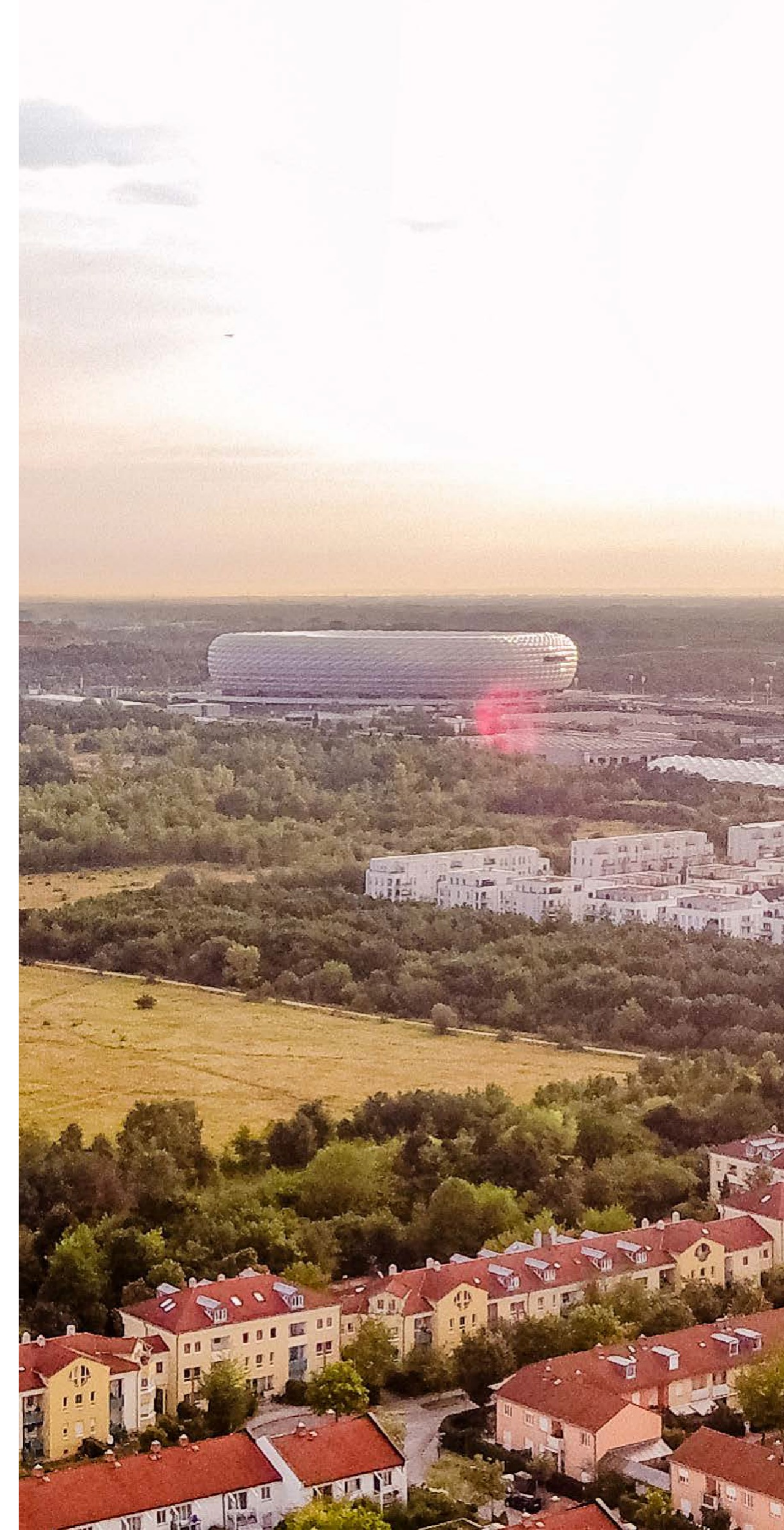
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# Switzerland, the heart of international sports

## Goals

During this experience you'll visit the world sports governing bodies in charge of the most relevant sports and competitions worldwide.

The goal of this field trip is to obtain a general view of how these institutions lead with the operational, regulatory or mediatic aspects of each sports.

The experience is aimed mainly to Law, Communications, Marketing, and Management students.

## Visits y Networking

You'll enjoy masterclasses from executives and experts from this institutions focused on each field.

Amongst the sports institutions visited in previous years we can find(\*):

- FIFA
- International Olympic Committee
- Court of Arbitration of Sports (CAS/TAS)
- FIBA
- Maison du Sports
- Federation Equestre International

(\*Visits will depend on the competitions calendar and availability.



## Logistic details

This experience lasts 3-4 days approximately. In case there is a huge request volume will be a second trip.

Tickets to events and facilities are fully paid by the School, also transportation in the destination is cover by the School.

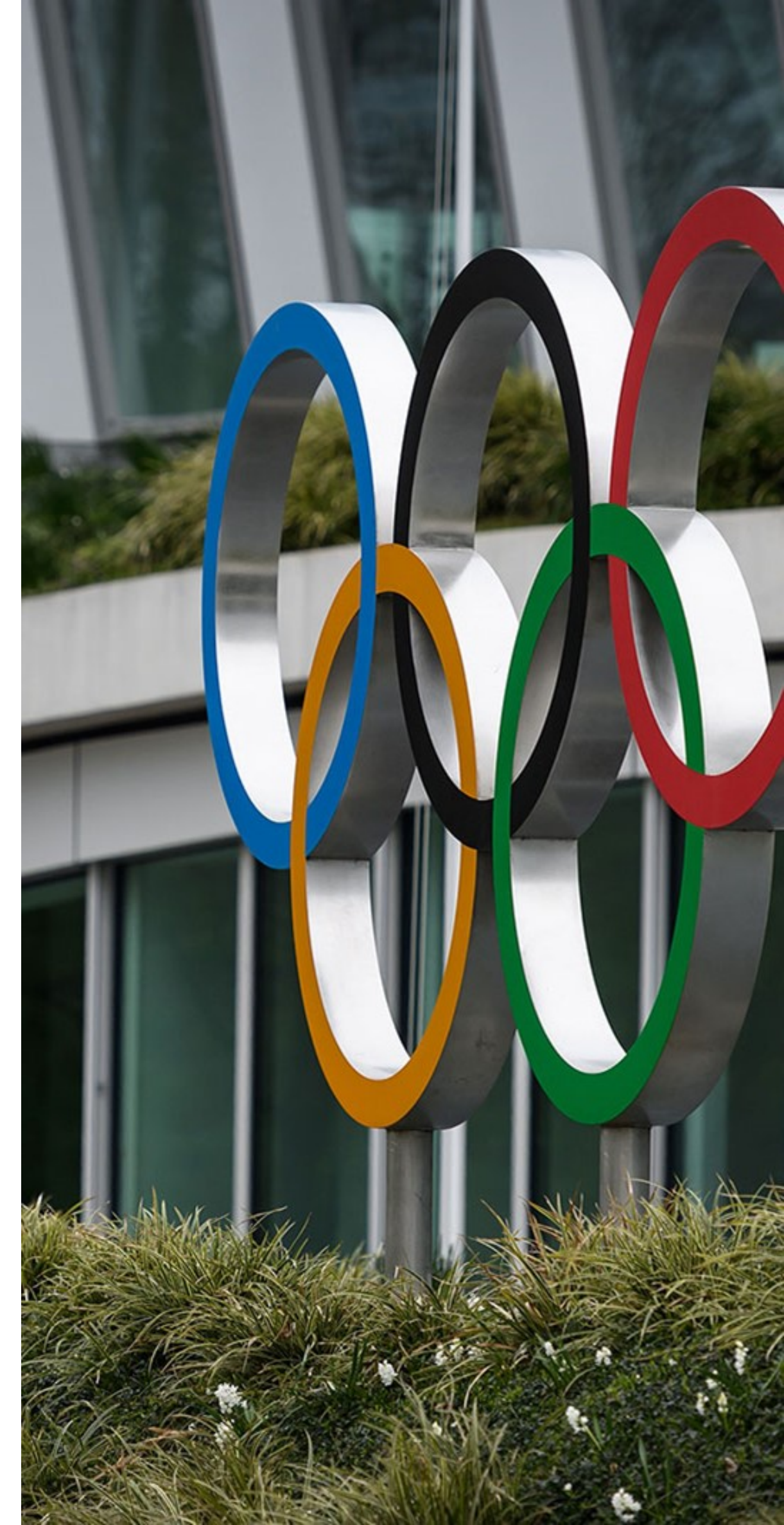
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# Portugal, a unique football methodology



## Goals

Portuguese football clubs have shown during the last decades their ability to maximize their resources and stay at the world football elite at all levels, in business and on the field. Even with less economic resources they always keep some teams amongst the best ones in the biggest European tournament.

The Portuguese methodology in terms of football training is one of the most renowned and successful internationally.

This Experience is specially designed for students from Football, Sports Management or Sports Training masters, but in any case, the knowledge obtained is useful for any other sports related area.

## Visits y Networking

During this field trip you'll be visiting some of the most relevant football clubs and youth academies in Portugal. You'll enjoy unique sessions with Project managers, Sporting directors, scouting managers or youth academy directors, physical trainers and marketing executives.

Some examples of previous visits are(\*):

- FC Porto
- SL Benfica
- Sporting Clube Portugal
- SC Braga
- Federación Portuguesa de Fútbol

Visiting these Clubs and Academies you'll have the chance to see on the field how these teams work in terms of High-performance conditioning, talent development and football methodology.

(\*Visits will depend on the competitions calendar and availability.

## Logistic details

You'll have the chance to enjoy this field trip in April (before Easter), and it lasts one week approximately.

Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

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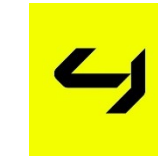
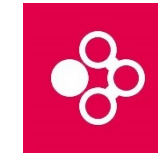
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Trips will only take place if a minimum number of students attend.





# The Netherlands, the great youth academy of world football



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## Goals

Dutch Football has been issuing a long list of iconic football players and teams at a global scale. Even it is not one of the biggest markets Dutch teams has been competing against the most relevant football club worldwide and being one of the most successful national teams.

In this experience you'll have the chance to get to know the most relevant football clubs in Netherlands and their Youth Academies, discovering from their professionals their business and talent development models.

You'll learn directly from its professionals their training methodology directly on the field, working closely with those teams and learning their methodology in order to apply it in your professional future.

## Visits y Networking

During this experience students will visit and work together with technical staff and youth academies of the most relevant football clubs in Netherlands.

Last edition our students visited the following clubs (\*):

- Feyenoord de Rotterdam
- H2O Esport Campus
- 433
- PSV Eindhoven

(\*): The academies and clubs to be visited may change in function of the availability and the competition calendar

## Logistic details

The Dutch experience lasts around 5 days, and it takes place in February.

Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

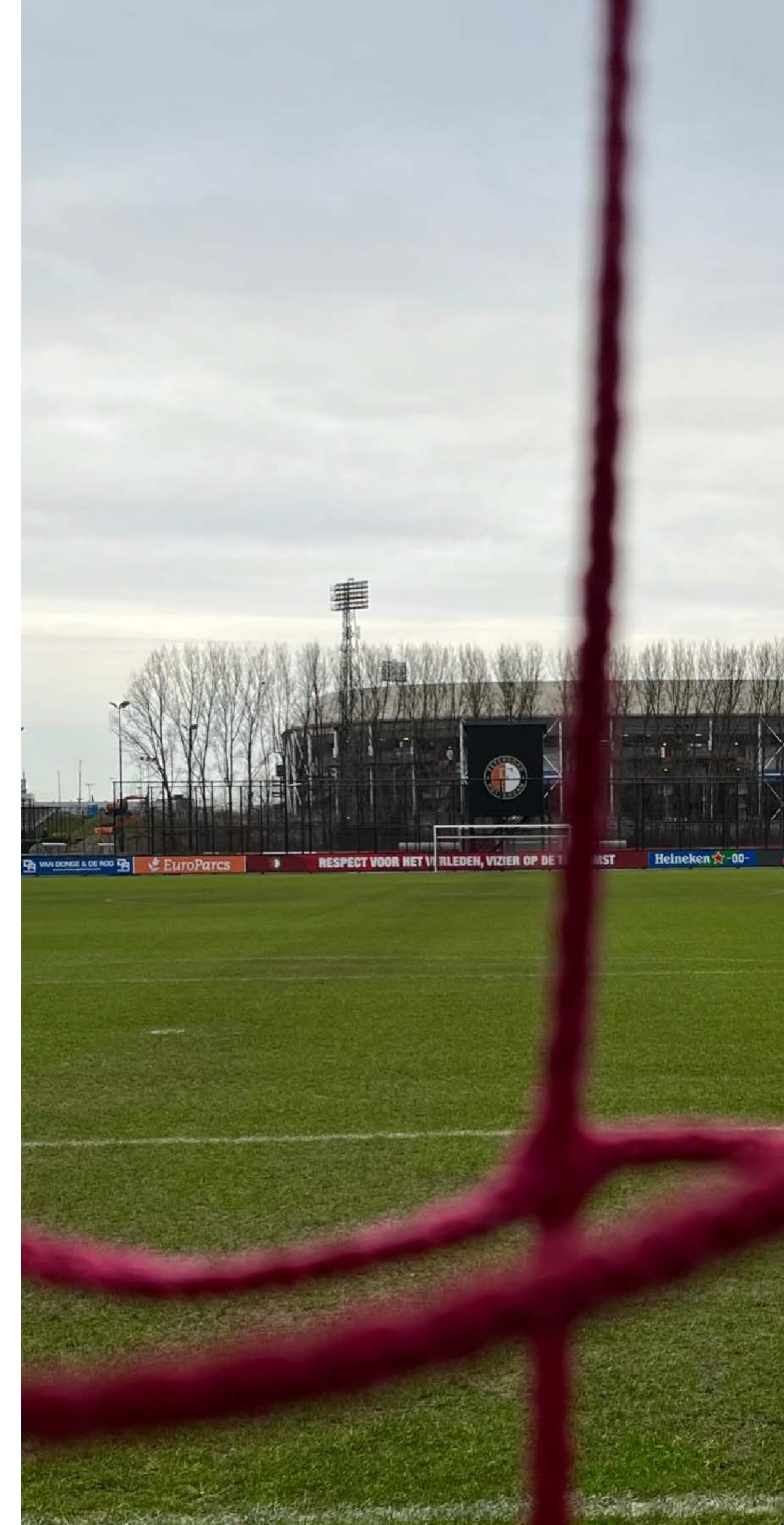
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# Health and Sports in Italy



## Goals

Italy has been one of the most successful nations in terms of Football and Sports during the last decades, beside this Italy has some of the most renowned universities in Europe in some areas of Health Sciences.

During this trip students will get to know new management models or trends in the Sports Health field visiting a research reference University, research centers or medical centers.

In addition, there will be meetings and visiting to Sport Clubs and their facilities.

## Visits y Networking

During this field trip will be supported by Università degli Studi di Roma 'Foro Italico', one of the most renowned and exclusives in Italy.

You'll be visiting the Biomedical Campus where you can find its own Hospital and Sports and Health Research center.

Beside this 'Foro italico' has some of the most iconic sports facilities in Rome (\*):

- Rome Olympic Stadium
- Foro Itálico Tennis
- Swimming Olympic Center
- Nicola Pietrangeli Stadium

During the visits you'll have the chance to learn directly from professionals from 'foro Italico' and sports institutions as A.S. Roma.

(\*Visits will depend on the competitions calendar and availability.

## Logistic details

This experience lasts 3 days approximately and you can enjoy it in April (before Easter).

Tickets to events and facilities are fully paid by the School, also transportation in the destination is covered by the School.

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# Madrid, revolutionizing the sports industry



## Goals

This experience aims to discover the most relevant aspects of the Club's operations. You will have the opportunity to get an insider's view of Valdebebas Sports City, access the training facilities of Real Madrid C.F., and visit the Santiago Bernabeu Stadium.

Additionally, you will visit the main international sports entities in the city and meet with their executive leaders.

## Visits y Networking

Some entities previously visited include(\*):

- Real Madrid Sports City, Valdebebas.
- Santiago Bernabeu Stadium.
- La Zarzuela Racecourse.
- Legends Museum.
- Leganés Sports Club.

(\*):Visits will depend on the competitions calendar and availability.

## Logistic details

The trip lasts approximately 4-5 days and takes place at the end of June (the date of this trip will be subject to the date of graduation, being the week before graduation.).

Tickets and entry to events and facilities are covered by the School, along with transportation.

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# Dubai, boosting sports tourism

## Goals

Dubai has positioned itself as a global leader in sports tourism, standing out for its innovative integration of sport into tourism promotion.

In this unique experience, you will have the opportunity to immerse yourself in 4 days of lectures and workshops delivered by industry experts in Dubai, exploring how this vibrant city has made sport a key driver in attracting visitors from around the world.

Discover the strategies behind world-class sporting events, state-of-the-art facilities and policies that make Dubai a must-visit destination for sports fans.



## Visits y Networking

Some of the entities planned to be visited are(\*):

- Real Madrid World
- Five Iron Golf
- Elite Dubai Falcons Football Club
- Fursan Hispania F.C.

(\*):Visits will depend on the competitions calendar and availability.

## Logistic details

The trip lasts 4 days and takes place at the end of February. Tickets and entrance fees to events and facilities are covered by the School, as well as travel expenses.

The details of this experience will be detailed at the beginning of the Master.

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## Paris, promoting sports health

### Goals

Paris stands out as a global leader in health promotion through sport, combining its rich cultural heritage with an innovative approach to wellness.

In this unique experience, you will have the opportunity to participate in week-long lectures and workshops delivered by sport health experts in Paris, exploring how this iconic city has integrated sport and exercise into its public health promotion strategy.

Discover the policies, programs and events that make Paris a model in promoting a healthy lifestyle.

### Visits y Networking

Entities intended to be contacted:

- Medical team of a professional team (football, basketball, rugby, etc.)
- Congress at the University of Paris-Saclay
- Visits to specific sports health promotion centres

(\*)Visits will depend on the competitions calendar and availability.

### Logistic details

The trip is scheduled to last 3 days. Tickets and entrance fees to events and facilities are covered by the School, as well as travel expenses.

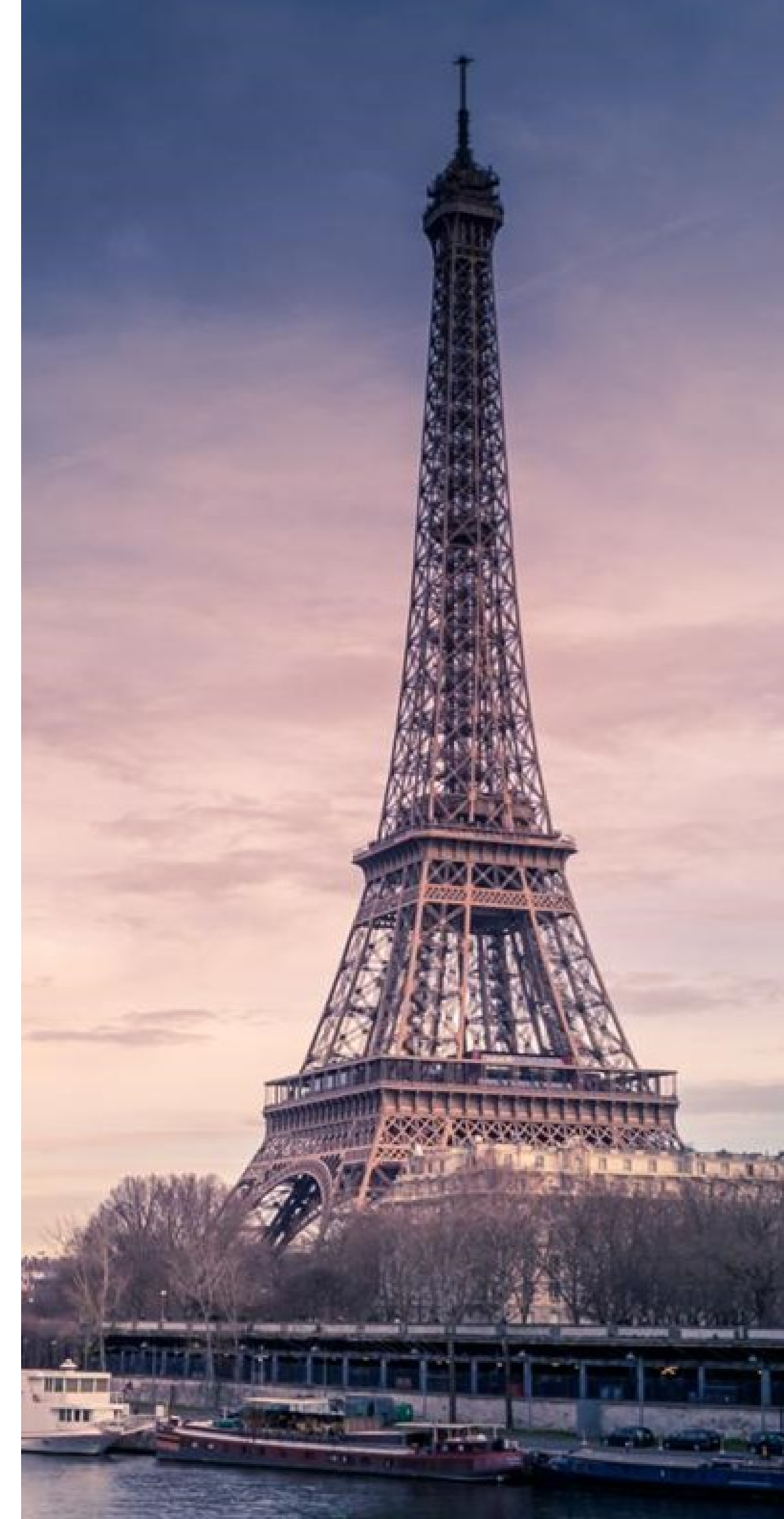
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# A unique Postgraduate School model in the World

Real Madrid Graduate School - Universidad Europea was founded in 2006 with the aim of training the sports industry's future leading professionals.

The alliance between Real Madrid—the most successful sports club in history—and Universidad Europea, a leading holistic education institution in Spain, aims to boost professional development and modernisation in the sector through university education.

The graduate school's academic quality and strict standards are demonstrated by the 16.000 students that have already graduated over the past 18 years, many of whom are now working as successful professionals in different areas of the sports industry today.




Image of the ceremony to collect the Copa Stadium National Sports Award granted to the School "for promoting education, research and professionalization at national and international level in all aspects related to sport".

The General Director of the School, Mr. Emilio Butragueño was in charge of collecting the award from the hands of Their Majesties King Felipe VI and Queen Letizia of Spain.



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