1. BASIC INFORMATION

Course	Final Master´s Project
Degree program	Sports Marketing Master Degree
School	Physical Education School
Year	First
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	English
Delivery mode	Campus based / Online
Semester	First and Second semester
Academic year	2024/25
Coordinating professor	Javier Sobrino

2. PRESENTATION

"Master's Final Project" is the last module of the program, with a value of 6 ECTS. In this module the entire training process of the master's degree in sports marketing is concluded in an integrative and global way in the Project (Module: Master's Final Project), intended for individual or group preparation of a work in the form of: 1) Research on topic related to the program, 2) Marketing Plan or 3) Business Plan and will be supervised by a project tutor. The student has the possibility of enhancing her research character by completing her Master's Thesis in relation to university research groups, as well as with companies in the sector.

The Master's Thesis must respect a format, which may be scientific (introduction, hypotheses / objectives, material and method, discussion and conclusions) or professional (specific to the content and theme of the Project).

The development of the Master's Thesis will be carried out based on the knowledge acquired during the different modules, however the student will always be guided by his tutor who is the one who must authorize him to deliver his Work to the commission of the master's degree that will study it and will rate it. Once the Work is accepted, the student will make his oral and public defense. The court will evaluate your presentation and may ask the questions that it deems appropriate to the student, who will receive the corresponding grade.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CS1: Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context.

- CS2: That students know how to apply the knowledge acquired and their problem-solving ability in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

- CS3: That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

- CS4: That students know how to communicate their conclusions and the ultimate knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

- CS5: That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

Cross-curricular competencies:

- CC1: Autonomous Learning: Ability to choose the strategies, tools and moments that you consider most effective to learn and independently put into practice what you have learned.
- CC2: Self-confidence: Ability to value our own results, performance and capabilities with the internal conviction that we are capable of doing the things and challenges that are posed to us.
- CC3: Ability to adapt to new situations: being able to assess and understand different positions, adapting one's approach as the situation requires it.
- CC4: Capacity for analysis and synthesis: being able to decompose complex situations into their constituent parts; also evaluate other alternatives and perspectives to find optimal solutions. Synthesis seeks to reduce complexity in order to better understand it and/or solve problems.
- CC5: Ability to apply knowledge to practice, to use the knowledge acquired in the academic field in situations that are as similar as possible to the reality of the profession for which they are being trained.
- CC6: Oral communication/written communication: ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, oral being what is done through words and gestures and, written, through writing and/or graphic aids. .
- CC8: Information management: Ability to search, select, analyze and integrate information from diverse sources.
- CC9: Skills in interpersonal relationships: Ability to relate positively with other people through verbal and non-verbal means, through assertive communication, understood as the ability to express or transmit what one wants, what one thinks or You feel without bothering, attacking or hurting the other person's feelings.
- CC10: Initiative and entrepreneurial spirit: Ability to undertake difficult or risky actions with resolution. Ability to anticipate problems, propose improvements and persevere in achieving them. Preference for taking on and carrying out activities.
- CC11: Planning and time management: Ability to establish objectives and choose the means to achieve these objectives using time and resources effectively.

• CC12: Critical reasoning: Ability to analyze an idea, phenomenon or situation from different perspectives and assume one's own and personal approach to him/her, built from rigor and argued objectivity, and not from intuition.
• CC13: Problem solving: Ability to find a solution to a confusing issue or a complicated situation without a predefined solution, which makes it difficult to achieve a goal.
• CC14: Innovation-Creativity: Ability to propose and develop new and original solutions that add value to problems posed, even in areas other than the problem itself.
• CC15: Responsibility: Ability to fulfill the commitments that the person reaches with themselves and with others when carrying out a task and trying to achieve a set of objectives within the learning process. Capacity existing in every subject to recognize and accept the consequences of an act carried out freely.
• CC16: Decision making: Ability to make a choice between alternatives or existing ways to effectively resolve different situations or problems.
• CC17: Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to achieve common objectives.
• CC18: Use of information and communications technologies (ICT): Ability to effectively use information and communications technologies as a tool for searching, processing and storing information, as well as for the development of communication skills .

Specific competencies:

*   SS1: Understanding of the competitive environment of the company in the sports industry, alignment of the organization to achieve its long-term objectives as well as understanding the process of creating business value and its drivers in a sustainable way.
*   SS2: Identify the key elements of the Strategic Management of the Company in the environment of the sports industry, its phases, the objective setting process, as well as its monitoring and control through the balanced scorecard (KPIs) and control systems. information (ERPs).
*   SS3: Reflect and justify the importance of Corporate Social Responsibility and good governance codes within the framework of business strategy, identifying ethical and/or agency problems as well as possible solutions that can be applied in a business and financial context in the field of the sports industry.
*   SS4: Ability to apply the technological and computer tools of the sports industry in the field of marketing and commercialization of sports products and services.
*   SS5: Ability to develop and prepare marketing and commercialization plans, strategies and actions in the context of companies and institutions related to the sports industry.
*   SS6: Ability to develop and prepare business plans that present financial and market viability in the field of the sports industry.
*   SS7. Ability to analyze situations, content, products and services in the field of the sports market and present conclusions and recommendations that add value in the context of the sports industry.
*   SS8: Ability to develop and prepare reports and documents that summarize and contribute significantly to your understanding of topics and content related to the sports industry.
*   SS9: Ability to analyze the sports industry market and be able to identify business opportunities in the context of said economic-social sector.
*   SS10: Ability to identify opportunities and develop digital projects in the context of the sports industry through design and communication tools for this purpose.

Learning outcomes:

*   LO1: Practical and systematic implementation of a marketing plan for a product, service, company or sports institution, which allows students to apply the specific knowledge and skills acquired during the course in a global, multidisciplinary and integrative way.

- LO2: Practical and systematic implementation of a business plan for a new product, service or company in the field of sports, which allows students to apply the specific knowledge and skills acquired during the course in a global, multidisciplinary and integrative.

- LO3: Systematic development of research related to the field of sports marketing that allows students to apply the specific knowledge and skills acquired during the course in a global, multidisciplinary and integrative way.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
BS1, BS2, BS3, BS4, BS5, TS1, TS2, TS3, TS4, TS5, TS6, TS8, TS9, TS10, TS11, TS12, TS13, TS14, TS15, TS16, TS17, TS18, SS1, SS2, SS5, SS7, SS9, SS10,	LO1
BS1, BS2, BS3, BS4, BS5, TS1, TS2, TS3, TS4, TS5, TS6, TS8, TS9, TS10, TS11, TS12, TS13, TS14, TS15, TS16, TS17, TS18, SS1, SS2, SS5, SS7, SS9, SS10,	LO2
BS1, BS2, BS3, BS4, BS5, TS1, TS2, TS3, TS4, TS5, TS6, TS8, TS9, TS10, TS11, TS12, TS13, TS14, TS15, TS16, TS17, TS18, SS1, SS2, SS5, SS7, SS9, SS10,	LO3

4. CONTENT

The following are the main content areas that are embedded in the module:

• Presentation of the final master's work indicating the different possibilities to develop: research, marketing plan, business plan.

• Presentation of partners and companies to carry out work

• Shows work from previous years

• Research tools for the project

• Support financial content for marketing plan and business plan

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes
- Presentation and discussion of case studies
- Class discussions
- Project-based learning
- Problem-based learning
- Individual research by students
- Presentations in class by students
- Knowledge test

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Directed works and problems solving activities	100 h
Personal work for teamwork	48 h
Presentation	2 h
TOTAL	150 h

Online mode:

Learning activity	Number of hours
Directed works and problems solving activities	100 h
Personal work for teamwork	48 h
Presentation	2 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Final TFM document	40%
Final TFM presentation	40%
Works with the TFM tutor	20%

Online mode:

Assessment system	Weight

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Project tutorial period	December 2023 / June 2024

Project presentation	June 2024

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

Bibliography used for each Project will depend on the independent work that every student does, the suggestions coming from the tutor and the topic of the project.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.
 From this unit we offer to our students:
1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:
orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.