



Escuela Universitaria
Real Madrid
UNIVERSIDAD EUROPEA

Private Master's Degree in

Sports Marketing and Esports Management Online

Shape the future of sport through bold, data-driven marketing. Master the tools, platforms, and strategies that connect fans, grow brands, and drive business across traditional sport and esports arenas.



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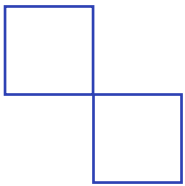
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Real Madrid Graduate School Universidad Europea

Real Madrid Graduate School Universidad Europea is a world-leading postgraduate institution, established in 2006 to inspire and develop top-tier professionals for the dynamic sports industry. As a trailblazer in sports education, the School offers an innovative teaching methodology rooted in Real Madrid C.F.'s expertise in management, sports, and health, honed through years of success at the highest level.

What sets the School apart is its unparalleled connection to the Club's leadership. Senior executives from Real Madrid C.F. actively mentor students across master's programs, offering unique insights and guiding them through real-world case studies drawn from the Club's day-to-day operations, providing hands-on experience in tackling challenges in the global sports industry.

Recognised for excellence, the School received the prestigious 2018 National Sports Award Copa Stadium for its commitment to advancing education, research, and professionalisation in sports on both national and international stages. Join a program that blends academic rigour, industry expertise, and a passion for sports to fast-track your career in this exciting field.



ELITE values

that go beyond sports

Our values are present in all areas of the school's education: study programs, methodology, teaching, internships, and relationships between students and faculty.



Entrepreneurship: are dreamers and innovators, which is why we don't settle for what we've achieved. We take risks and always aspire to open new paths.



Leadership: It is part of our institution's DNA. Our reference is the constant pursuit of success and the relentless drive for self-improvement.



Integrity: Our school must always be a model of the values that have shaped the history of Real Madrid. Beyond success and achievements, we must always strive to be an example of education and life.



Teamwork: The team is the most important; together we go further. The interests of the team always come before our personal interests.



Excellence: Our work and commitment are to always give the best of ourselves. The word impossible does not exist for us.





Rankings and ratings that validate our commitment



- **QS Stars™:** Five out of five stars in university quality: excellence in teaching, economic development, online learning, global impact, employability, governance, social impact, diversity, equity, and inclusion.



- **Times Higher Education:** ranks Universidad Europea among the top 3 private universities in Spain.



- **EFQM:** it awards its highest recognition to the university with the European Excellence 500+ seal granted by the Excellence in Management Club.



- **Scimago Institutions Rating:** it highlights the university for having over 100 selected publications with research indexed in SCOPUS (a bibliographic database of abstracts and citations of journal articles).

Master in Sports Marketing and Esports Management

In today's global sports industry, marketing is more than promotion, it's strategy, innovation, and connection.

The **Master's in Sports Marketing and Esport Management** prepares you to lead impactful campaigns, build powerful brand experiences, and drive fan engagement in both traditional sports and the rapidly growing world of esports.

You'll explore the business behind the spectacle, understand consumer behaviour, and master the tools that shape narratives, partnerships, and revenue streams.

Throughout the programme, you'll explore key areas such as:

- **Digital ecosystems & content strategy:** Create campaigns across platforms that capture attention and build loyalty.
- **Sponsorship & brand activation:** Design partnerships that drive engagement and measurable ROI.
- **Event & fan experience management:** Deliver impactful live and virtual experiences for global audiences.
- **Data-driven marketing:** Use analytics to shape decisions, segment audiences, and optimise performance.
- **Consumer behaviour in sport & gaming:** Understand what moves fans and how to connect authentically with different demographics.



Duration

9 months



Modality

Online



Language

English



N of ECTS

60

Sign up

Differentiating aspects



Dual expertise in sport and gaming

Master the principles of sports marketing while gaining specialised knowledge in esports management—two industries, one cutting-edge profile.



Entrepreneurship and New Sports Business Creation Program

Join the School's entrepreneurship program to turn your ideas into successful ventures. Throughout the course, you'll develop key skills to identify opportunities, design innovative business models, and create sustainable strategies within a dynamic industry.



Networking

Study under esteemed experts in sports marketing and get the chance to meet professionals working in renowned sports entities.



80% international students

The master's programme is international in scope, giving you the chance to forge professional connections with leading global experts and fellow students from a wide range of nationalities.



High employability rate

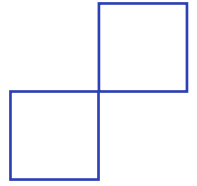
94% of our graduates secure jobs, reflecting the strong demand for specialised professionals like you. Become a leader in sports psychology and step into a rapidly growing industry.



White Week

For one week, you will have the opportunity to attend live-streamed talks with leading professionals from various areas of the industry, executives from Real Madrid C. F., and elite athletes.

Faculty



The Master's in Sports Nutrition features an outstanding faculty, recognised as a reference in the sports industry. The connection with the sports industry is integrated into the program and serves as the foundation of our practical learning approach. Among them are members of the medical team at Real Madrid C. F.

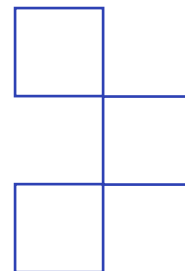
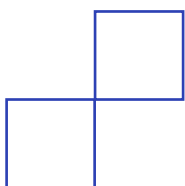


Erik Felipe Medina

Programme Director, Master's in Sports Marketing

"You'll be able to design a nutrition plan tailored to the athlete's needs and their specific sport."

Bachelor's Degree in Mechanical Engineering. Master's Degree in Sports Management.



■ Ricardo Alonso

Co-director of the Master's in Sports Marketing.

Sports Nutritionist in Sanitas for Real Madrid C. F.

Bachelor's Degree in Economics, Master's Degree in Business Administration

■ Alex Zusammen

Founder at Impulsyn. Head of Marketing & Business at Los Sauces.

■ Antonio Bolaños

Former Managing Director at Volvo Ocean Race.

■ Pablo Vega

Vicepresident Madrid Triathlon Federation.

■ Ignacio Mochales

Director of Waterpolo League at the Spanish Swimming Federation. Former Senior Project Manager at FIFA.

■ Oscar Ugaz

Strategic Director at Atomika Former Digital Business Manager at Real Madrid C. F.

■ Kelly Cuesta

Brand Marketing and Communication Strategist.

■ Sergio Cervantes

Head of Loyalty Programs at Real Madrid C. F.



Meet the whole faculty





Online methodology

Online teaching

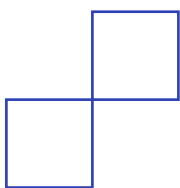
The online methodology at Universidad Europea focuses on the student, ensuring effective and personalized learning, supporting them at every step to achieve their goals. Technology and innovation enable us to provide a dynamic and motivating environment, offering the flexibility needed and the tools that ensure quality education.

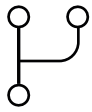
Our approach is rooted in experiential learning, making the process intuitive and dynamic. You'll engage with real-world case studies, comprehensive educational resources, lively discussions, virtual classes, and both individual and collaborative projects. This fosters a vibrant exchange of ideas and enriches the learning experience for all students.



Our Virtual Campus ensures that you can access all course materials at any time, giving you the flexibility to study at your own pace.

Alongside this, a continuous assessment system keeps your progress closely monitored, ensuring that you are always moving towards your goals with the support of your professors.





Continuous assessment

An evaluation system that allows the student to assimilate the content progressively and effectively as the course progresses.



Personalisation

Focused on ensuring **effective, flexible learning** that is tailored in both format and content to meet the needs of the student.



Technology and innovation

A virtual campus based on an agile platform that promotes **collaborative learning** and provides tools to ensure high-quality education.



Interactive content

Dynamic resources to facilitate content comprehension and motivate students to broaden their knowledge: masterclasses, seminars, and **weekly virtual tutoring sessions**.



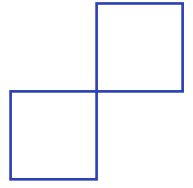
Academic support

Three specialised roles in the online modality: faculty, program assistants, and the student experience team. Their goal is to support the student's development and resolve any questions.



Networking

Online students will have access to the **Alumni network, professors, and companies**. This increases the market value of the students' profiles, creating highly attractive professionals in the job market.



AISports

Join AISports Artificial Intelligence in Sports

Prepare to Apply Artificial Intelligence to Marketing in the Sports Sector.

Gain the opportunity to learn from internationally renowned experts in AI within the sports industry. Through live online classes, exclusive content, and the development of a master's thesis project centred on AI, you'll acquire the skills and knowledge to excel in this innovative field.



Rafael Castro

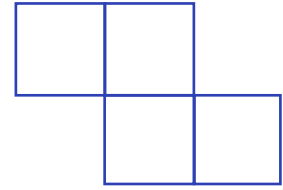
CEO & Founder | SportIQ

— Master's in Sports Marketing 2023/2024



"The knowledge and experiences I gained were instrumental in founding SportIQ and E&R Sports. These ventures are a direct reflection of the lessons learned and the inspiration drawn from the program.

International experiences



The international focus of the School and its strong ties to the global sports industry are evident in every aspect of our academic model.

As a student, you will have the opportunity to take part in an international trip, choosing from a selection of exclusive experiences.

This journey offers the chance to visit some of the most influential organisations in your field of study worldwide. You will attend presentations by executives from these organisations, providing invaluable insights into the expertise and strategies behind the success of leading sports institutions globally.



London

Sports pioneers

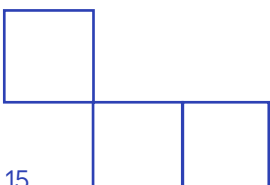
Experience the evolution of sport where it all began. Explore one of the world's most influential markets in sports business, connect with top industry professionals, and visit legendary institutions such as Chelsea F.C, IMG, Wembley Stadium, and Wimbledon.



Madrid

Revolutionising the sports industry.

You will discover the key aspects of the club's operations. You will get an inside look at the Real Madrid Sports City – Florentino Pérez, and the Santiago Bernabéu stadium. You will visit major international sports organizations in Madrid and meet with their executive leaders.



Who it is aimed at and career opportunities



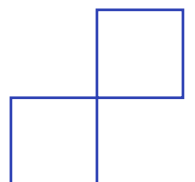
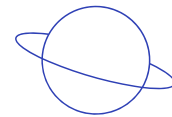
The Private Master's Degree in Sports Marketing & Esports Management is designed for management, marketing and sports professionals looking to advance their expertise in the field. This program is ideal for those aiming to integrate innovative methodologies and cutting-edge technologies into their practice. It is designed for:

- Professionals who wish to change sectors and want to focus their professional career on marketing side of the sports industry.
- Professionals who already work in the sports industry and wish to gain new knowledge and update their training.
- Current or former athletes who want to develop their marketing and business skills.

Access requirements

For access to the Accredited Private Master's Degree in Sports Marketing online it is necessary to fulfill one of the following requirements:

- To be in possession of a University Degree. In the case of being a graduate from a university outside of Spain, it is not necessary to have had the degree officially recognised by the Spanish Education Ministry.
- To have accredited professional experience related to the programme of interest. This guarantees the achievement of the abilities specified in the Profile for prospective students section. Some of the programmes offered at Universidad Europea do not allow access through professional experience. See the full list here.
- Higher Vocational Training Graduates who can accredit professional experience after completion of the internship.
- In all cases, the University may limit access to certain degrees if a specific university degree has not been previously completed.



Curriculum

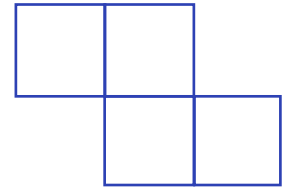


Modules

- | | |
|---|---|
| <p>1. Introduction to Sports Marketing
— 6 ECTS</p> | <p>6. Sport events organization
—6 ECTS</p> |
| <p>2. Market research and data intelligence applied to sports
— 6 ECTS</p> | <p>7. Esports management
—6 ECTS</p> |
| <p>3. Digital marketing and digital transformation for sports
— 6 ECTS</p> | <p>8. The future of sports
— 6 ECTS</p> |
| <p>4. Marketing and communication strategies for sports
— 6 ECTS</p> | <p>9. Impacting sports technologies in marketing
—6 ECTS</p> |
| <p>5. Sponsorship management
— 6 ECTS</p> | <p>10. Marketing plan
—6 ECTS</p> |

[View the whole curriculum](#)

Specialise your master



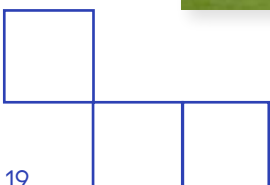
Master's in Sports Marketing + Certified Program in Sports Marketing and Digital Transformation

Gain a solid foundation in the principles of sports marketing and explore how to build impactful strategies in today's dynamic sports industry. You'll learn to activate sponsorships, connect with audiences, and leverage digital platforms to grow visibility, loyalty, and revenue.



Master's in Sports Marketing + Certified Program in Sports Technologies

Explore how emerging technologies are reshaping the sports industry from the inside out. In this course, you'll dive into the use of big data, AI, wearables, and other digital tools to improve athlete performance, fan engagement, and decision-making across sports organisations.





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