

MASTER IN

# COMMUNICATION AND SPORTS JOURNALISM

Learn from Inside and work closely with the Communications  
Department of the best team in the World.

**TRAIN YOUR DREAMS**



Escuela Universitaria  
Real Madrid  
Universidad Europea

MASTER IN

# COMMUNICATION AND SPORT JOURNALISM

The **Master in Communication and Sports Journalism** teaches what sports journalism is about and how it adapts to the current media environment, analyzing how the industry's professional and social dimension has evolved nationally and internationally, including its legal and economic aspects from a practical perspective.

From a crossed-platform approach, the Master programme trains students in journalistic work covering areas such as:

- **Print journalism.** Key aspects of print and digital sports media production, showing students the techniques and challenges when writing chronicles and articles, always acting according to the code of ethics of the journalism profession.
- **Television and sport.** Methods and specific techniques involving the broadcast of sports events; including interviews, anchoring, editing and production of specialized content for audiovisual platforms.
- **Sports radio.** The creation of a weekly radio program will guide students through program production, technical basics, presentation, interviews and radio commentary of sports events.
- **Digital journalism and social networks.** New technology applications in sports journalism are transforming the industry and opening up new business opportunities. The multiplatform approach is a must in the business and the Program is showing this reality.
- **Communication management in sports organisations.** Students are taught how to master the key aspects of managing a press and communication department of a sport entity (club, federation, agency, etc.), designing the fundamental aspects of its communication and decision making regarding the implications of communication when working with sports personalities and the media. Always trying to describe the sports environment, which is vital when deciding communication policies.





# 1 What makes us different

- **Professors** are skilled **professionals** at clubs, news agencies, correspondents, TV and radio broadcasters, social networks, digital media, press, etc. sharing their experiences with the students. **More than 10** of them are **working for Real Madrid C.F.**
- The **involvement of Real Madrid makes this program unique**, practical classes take place during Real Madrid C.F. football, Women's football team, football lower categories and basketball matches and at the Club's premises.
- 100% of the English Programme students will perform their internship in Real Madrid C.F.
- **Best in-house facilities & equipment:** Journalistic writing classroom with an agency service, Television studios with a set, production control, virtual set and video-editing booths with AVID and Final Cut systems, 3 radio studios complete with digital mixers and a content management system for actual broadcasting, Video cameras, photographic cameras and accessories needed for news coverage of different sports events.
- Work activities takes place at the club's media, department such as Real Madrid TV, press offices, digital department, the communications department or the Real Madrid Foundation.
- **Supplementary Educational Activities:** Santiago Bernabéu Stadium, Real Madrid C.F. Basketball Hall and Real Madrid C.F.'s training complex. (Valdebebas), as well as many other visits to sports organizations in the Madrid Area.
- **International and specialized networking** that results into a high level of employability, since you will share this experience with colleagues and professors from more than 50 nationalities and with a rising participation of women edition after edition (44%).
- **Practical methodology.** Students will create their own radio and television programmes and blogs, taking photographs, video editing, covering sports events, and making video reports.
- **Invitation to the White Week.** Exclusive Event for the school' students, one week of unique conferences and experiences at the Real Madrid C.F. facilities featuring the leading professionals from the Sports Industry, professional sportsmen/women and Real Madrid C.F. Executives.
- **Trip abroad.** \*International Experience\*: this master program is completed with a unique international experience where students will visit first level sports clubs and entities, having the chance to meet and learn from their executives and their expertise. This trip may vary depending on availability, in 2019 our students visited FIFA and UEFA headquarters in Switzerland among other sports industry stakeholders.

## RELATED PROGRAMS

- Máster Universitario en Comunicación y Periodismo Deportivo.
- Master Degree in Sports Marketing.
- Máster Universitario en Marketing Deportivo.



## AIMED AT

The Master in Communication and Sports Journalism provides a specialisation for Journalism, Social or Audiovisual Communication graduates. It is also an interesting option for students from economics, social studies or sports studies backgrounds seeking to form associations with sports journalism and become leaders in the new working environments required by television, radio, digital environments and sports newspapers.

This is an ideal opportunity for graduates seeking a solid specialisation as part of a postgraduate qualification offering greatly enhanced employment prospects.

## DURATION

60 ECTS Credits. From October to July.

## QUALIFICATION

Upon completion of the course, students will receive the qualification of **Master in Communication and Sports Journalism**, awarded by **Universidad Europea de Madrid**.

## METHOD

Campus-based.

## TIMETABLE

Monday to Thursday, 15:30 to 19:30.

## LANGUAGE

English.

## CAMPUS

Villaviciosa de Odón.



# 2 Programme

## MODULE I. THE SPORTS JOURNALISM ENVIRONMENT

- Social aspects of the sports world.
- New trends and current status of the sports market.
- Sports framework and city marketing related to sport.

## MODULE II. PRINT JOURNALISM

- News genres in sports journalism.
- Print and digital sports newspapers.
- Sports writing. Press chronicles, reportages and interviews. Agency sports journalism. Internet and combined editing.
- Photography in sports newspapers. Digital design and layout. Reporters and special correspondents. Coverage of major sports events.
- Investigative and data journalism in sport.

## MODULE III. SPORTS RADIO

- Situation analysis of radio sports.
- Technological world of today's radio. Digital content management system and mixer.
- Sports radio production.
- Radio sports commentating.
- Radio sports interviews.
- Sports and their association with the radio.
- The voice as a communicative tool.

## MODULE IV. TELEVISION AND SPORT

- Current television industry.
- Television audience indicators and workflows.
- Use of digital camera and lighting equipment.
- Video editing and post-production in television. Editing in Avid.
- Production of sports television formats and sports events.
- Creation and development of sports television programmes. Scripts and playlists.
- Preparation of television reports.
- Television presenting. Auto-cue and body language.
- Television sports commentating.

## MODULE V. DIGITAL JOURNALISM AND SOCIAL NETWORKS

- Online media world. Digital newsrooms.
- Social networks and new trends.
- The world of sports blogs. Activities and case studies.
- Technological applications in sports journalism.
- Sports website structure and SEO positioning in sports journalism.
- Control tools in the use of social networks.
- Community manager sports media.
- Digital marketing on social networks.
- Personal branding and online reputation.
- Advertising strategy on digital media.
- Big Data and viewing data in the world of sport.
- Analytics, assessment and metrics

## MODULE VI. MANAGEMENT IN SPORTS COMMUNICATION

- Organisational chart and task distribution in a sports club (publications and communication).
- Sports marketing and sponsorship.
- Communication and managerial skills (leadership, decision making, negotiation and crisis management).
- Professions and sports professionals
- Press conferences. Relations with sports personalities.

## MODULE VII. MASTER'S THESIS

## MODULE VIII. INTERSHIPS

*This program is a live experience where top professionals of the sports communication scenario will share their knowledge and guide students through a journey to the inside of the sports journalism world.*

**Javier Tola**  
CEO at Simply Sports  
Sports Journalism and Communications  
Masters Director

The University reserves the right to make any appropriate changes to the proposed teaching staff, the syllabus, or the venue where the postgrad course is to take place. The University also reserves the right to delay the start of the course or to cancel it if the minimum number of students is not reached.

# 3 Partners



Real Madrid



europa press



*What makes this programme special is that it offers the opportunity to rub shoulders with Universidad Europea's high-calibre, specialist lecturers, and the incentive of being able to experience a sports club such as Real Madrid close-up, along with its Ciudad Deportiva training complex, stadium, executives and players.*

**Luis Villarejo**

Head of sports - Agencia EFE.





# 4 Faculty

## PROGRAM DIRECTORS

### Javier Tola

Director, Simply Sport SL

### Antonio Galeano

Director of Communication,  
Real Madrid C.F.

### David Mendoza

Publications Director, Real Madrid C.F.

## PROFESSORS

### Juan Camilo Andrade

First Team Press Officer, Real Madrid C.F.

### Frederic Hermel

Staff Writer, AS, L'Équipe correspondent

### Alex Kirkland

Journalist, Real Madrid TV, producer The Spanish Football Podcast

### Jorge Pérez

DIRCOM, Real Madrid Basketball

### Luis Villarejo

Sports Director, Agencia EFE

### Beatriz Arias

Senior Partnership Manager entertainment & News, Twitter Spain

### Arancha Rodríguez

Journalist at Cadena COPE Radio

### Marta Pinillos

Voice Therapist

### Jorge Sánchez

Lecturer in Communication, Universidad Europea de Madrid

### Marta Santisteban

Head of Press, Real Madrid C.F.

### Juan Antonio Jiménez

Editor-in-Chief, OK Diario

### Pedro Miguel Díaz

Professor, Universidad Europea de Madrid

### Jose Manuel Maza

Legal Consultancy, Real Madrid C.F.

### Jorge Sánchez Conejo

Founder of Kumlaude, Lecturer at IE and the University of Geneva

### Pablo Burillo

Professor, Universidad Europea de Madrid

### Eric McKee

Staff Writer, Real Madrid TV

### Nacho Martín

Journalist and Cameraman, EFE news agency

### Fernando Porrero

Webmaster, Real Madrid C.F.

# 5

## A unique Postgraduate School model **in the World**

We are proud to once again be pioneers and to share with society such an exciting project as a university program dedicated to training professionals who are experts with specific knowledge and skills in areas such as health, management, communication, and physical activity, all of which are linked to sports.

### **Emilio Butragueño**

General Manager of the Real Madrid  
- Universidad Europea  
International School



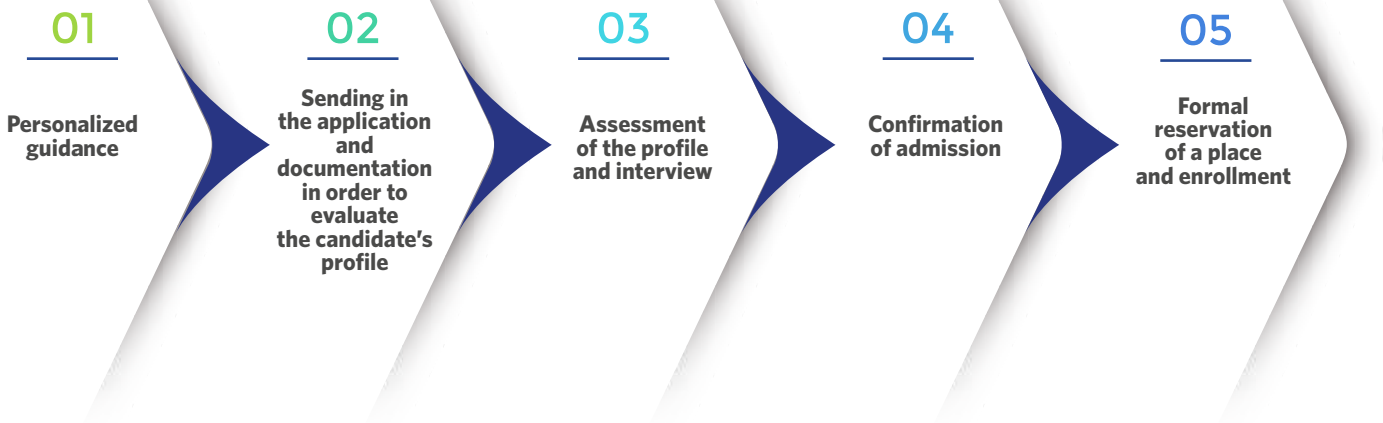
# 6 Admissions process

The admissions process for **Real Madrid Graduate School - Universidad Europea** programs runs throughout the whole year, although enrollment in all graduate programs depends on the availability of places.

For personalized guidance, you can go to either of our university campuses (**Alcobendas or Villaviciosa de Odón**), or contact us via phone: **(+34) 91 112 88 50** or e-mail: **escuelauniversitariarealmadrid@universidadeuropea.es** to receive advice from the Graduate Degree Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Graduate Degree Admissions staff will send them a date for taking the **entrance exams** for the program they are interested in, and for a **personal interview** with the Master's Program Director or a member of the Admissions Committee.

**The admissions process does not involve any costs or commitment for candidates, until their place is formally reserved.**





# Escuela Universitaria Real Madrid Universidad Europea

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Certified



Corporation

The Only Spanish Education  
Institution certified Bcorp



5 stars in Teaching, Employability,  
Internationalisation, Online Teaching  
and Inclusion

*SportBusiness*

Top 2 - Best institution for its students  
professional development



European Foundation  
for Quality  
Management (EFQM)

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