



Sports Management – Brazilian Experiences (45h)

OBJECTIVE:

The purpose of the course is 15 meetings, 45 hours of theoretical classes and technical visits, with different profiles of professionals who are researchers and / or act directly with Brazilian sports projects, in different areas, modalities and approaches, providing foreigners with an overview of the Brazilian Sport Industry, showing positive aspects and points to improve, as well as opportunities and cases of success.

FORMAT:

The meetings have a didactic-chronological order relating to topics and technical visits, and the idea is to have one technical visit per month. These may be subject to change due to the schedules of the hosts.

We will also have guest speakers who are professionals of specific subjects.

THE PROGRAM:

Overview of Brazilian Sport

The sports in Brazil; Management, legislation and financing of Brazilian sports; Challenges and Perspectives.

Overview of the Sports Industry

Knowledge of regional and national sports organizational models and their administrative structure (federations / unions); The Clubs, associations and departments of Sports Marketing and agencies.

Adapted Sport

Talk about the Paralympics sport and how the Brazilian Paralympics Committee structured; Differentiated approach, opportunities for sponsorships;

Case Rio 2016

+ a Technical Visit to a Paralympics Training Center



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Sponsorship

It is an effective tool in the world of sports, but the designing of projects, opportunities and different applications in sports performance / education / participation, as well as in the form of endorsement, naming right, events and teams need to be evaluated. Case studies (sports MKT, activation, investment).

Media

Brief history of the sports media in Brazil. Current problems and perspectives.

The segmentation in TV: The appearance of sport channels. Configuration of the Brazilian internet: effects in the sport. social media and second screen the "new" media was old? TV rights and increased competition; The club as a content generator: TVs and digital media

Opportunities in Sports 1

The concept of Sportainment and its opportunities; Products and services in the sports sector: yesterday / today and the potential of tomorrow;

Entrepreneurial cases and creativity laboratory dynamics.

Opportunities in Sports 2

Understand new markets, entrepreneurship and a debate with professionals who work in emerging areas such as games, running, surfing, skateboarding that has interesting perspectives in Latin America.

Social Media & Sports Consumer

The social media and its particularities applied to sports.

Understanding the profile of the sports consumer

+a Technical Visit to a TV or to a Radio Studio



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Sports event

Conception, planning and logistics of sporting events have very particular characteristics, highlight certain aspects and show Brazilian cases and the import of different modalities, in different environments and different profiles of consumers.

Mega Events

Spectacularization and value creation strategies; Bidding as an asset or loss to a locality; The World Cup Brazilian version.

Soccer in Brazil, more than national passion

The origin of the modality in the world and in Brazil. The reason for the national passion, in addition to the topics such as Structure / management / competitions / internationality / a special chapter about female.

Management in Arenas

Management, services, the day to day of a stadium and the challenges of administration, ticketing.

+ a Technical Visit to a Soccer Stadium

Sports and social insertion

Sports practices as a mechanism for social inclusion, designing projects, appeals with companies and management of institutes focused on this approach.

+ a Technical Visit to a non-governmental organization (NGO)