



NYU

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Preston Robert Tisch
Institute for Global Sport

FUNDAMENTALS OF GLOBAL SPORTS MANAGEMENT



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**FUNDAMENTALS OF GLOBAL SPORTS MANAGEMENT**

The Fundamentals of Global Sports Management online certificate program showcases all aspects of the sports industry and the diverse career opportunities it offers. The program combines interactive learning tools and real-world activities to create an engaging and fun education experience.

Faculty from New York University's Preston Robert Tisch Institute of Global Sport provide compelling video lessons, while industry professionals offer expertise into the industry and their own career trajectories to help students gain key insights about their own path in the sports industry.

Fundamentals of Global Sports Management consists of six course modules covering:

- The Essence of Sport and Fandom
- Sports Media and Marketing
- Sports Data and Analytics
- The Global Sports Ecosystem
- The Transformative Power of Sport
- Sports Innovation and Disruption

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

Students earn a non-credit Certificate of Completion from NYU upon successfully finishing the program.

FUNDAMENTALS OF GLOBAL SPORTS MANAGEMENT LEARNING GOALS:

1. You will be able to explain the historical development of organized sport, its milestones, and its social impact.
2. You will be able to create a sports brand identity and marketing strategy.
3. You will learn the basics of how data and analytics are used by sports organizations.
4. You will be able to discuss the elaborate marketing needs and digital innovations impacting events, teams, players, and endorsements.
5. You will gain an understanding of nonprofit and social entrepreneurship organizations which expand the transformative impact sports has on individuals, communities, and society.
6. You will learn the wide range of roles sports venues play for both the organizations and communities.
7. You will be prepared for the future with an understanding of recent technological innovations in sports.
8. You will gain an overview of the various career paths available in the world of sports.

STUDENT BENEFITS:

1. Certificate of Completion (non-credit) from New York University
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced





MODULE 1: THE ESSENCE OF SPORT AND FANDOM

In this module, we will explore the meaning and nature of sport: what constitutes a sport, why do we watch, and what role do sports play in society? From youth participation to collegiate and professional athletics, sports impact us throughout our individual lives and some of the groundbreaking moments in sports history were also catalysts sparking public protest and the need for change.

KEY CONCEPTS COVERED :

- Defining sports - what is a sport?
- Key moments in sports history
- The evolution of the sports industry
- The social and cultural relevance of sports
- The psychology and sociology behind sports fandom
- Sports and national identity
- Youth sports and intercollegiate athletics in the US

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MODULE 2: SPORTS MEDIA & MARKETING

This module focuses on the promotion of sports teams, events, products, and services. You will explore the full range of sports marketing, from nurturing the bond between a franchise and today's sports fan to the innovative opportunities available to sponsors offered by modern facilities. In today's digital age, sports media and marketing are more interconnected than they've ever been, and we will unpack the relationship between the two in the ever-changing digital media landscape. This module also addresses the growth in data-driven analytics used to quantify sponsorship value for athletes, teams, leagues, and events.

KEY CONCEPTS COVERED :

- The sports marketing mix: customer research, social media, demographics, market segmentation, and fan engagement
- The four Ps of marketing: product, price, place, and promotion
- Developing and marketing a sports brand
- Customer Relationship Managers (CRMs)
- Traditional and digital marketing strategies for sports events and teams
- Methods of generating sports revenue
- Sponsorships, endorsements, and collaborations
- The evolution of sports media: from the sports page to athlete-driven media

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MODULE 3: SPORTS DATA & ANALYTICS

In this module, you will explore the use of data and analytics in sports. Tools like Sabermetrics have enabled baseball to revolutionize the sport through the use of advanced data analytics, and we will look at the types of data that are tracked and the tools that are used in the field. Insiders provide insights on the current state of data collection methods and technologies and their role in modern sports analysis and decision-making. We will also look at how organizations' marketing teams use data to target consumers and how trainers use it to build better players.

KEY CONCEPTS COVERED :

- Methods of data collection and understanding sports analytics
- In-venue technology networks and fan engagement apps
- Sabermetrics: the forerunner to modern analytics
- The evolving landscape of data-driven decision making
- Market segmentation of an audience
- Dynamic ticket pricing
- Using data and CRM to create a 360-degree understanding of consumers

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MODULE 4: THE GLOBAL SPORTS ECOSYSTEM

The global sports ecosystem is the sum of the industry's various parts. This module views this system through the lens of the sports venue, which not only provides a space to house sporting events and creates other in-house revenue streams, but also creates jobs and provides services to the surrounding community. The evolution of venue operations plays a major role in sports marketing, including the naming rights, endorsements, and licensing options for stadiums.

KEY CONCEPTS COVERED :

- The composition and dynamics of the global sports ecosystem
- Media and the sports ecosystem: how we watch sports
- Sports venues and their teams, stakeholders, and communities
- Naming rights, endorsements and licensing options for stadiums
- The live sports experience
- Event management and current trends in sports management
- Revenue streams for venues, teams, and players

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MODULE 5: THE TRANSFORMATIVE POWER OF SPORT

In this module, you will explore the transformative power of sport in our global society. This module focuses on the impact sport has on societies, including health-related benefits (which have the ability to transform societies) and sport's ability to level the playing field for marginalized groups. Looking at sport as a vehicle for social change, a variety of nonprofit and social entrepreneurship organizations will be highlighted. This module also addresses sport's ability, on the global scale, to serve as a tool for diplomacy among nations, cities, or states.

KEY CONCEPTS COVERED :

- Values in sport
- Sports and social entrepreneurship
- Sports' impact on youth
- Sports' health and fitness benefits
- Gender equity in sports
- Sports and diplomacy
- The Olympics as a platform for social change

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MODULE 6: SPORTS INNOVATION & DISRUPTION

In this module, you will explore how data-driven decision making is becoming the norm in the sports industry. The use of data and analytics in major-league athletics helps organizations in dynamic ticket pricing and merchandise sales, talent evaluation for player acquisition, and player efficiency metrics through tracking technologies that can analyze players' movements on court or field. With sports-related industries like gambling, fantasy sports, gaming and esports on the rise, the need for sports analysts is exploding as data-driven practices have trickled down to fans, who are constantly crunching numbers to gain a better understanding of an upcoming game, series or season.

KEY CONCEPTS COVERED :

- Innovation and high-tech trends in sports
- The changing world of sports media
- Esports and fantasy sports
- Moving data: streaming and the future of 5G technology and IOT
- XR (VR/AR/MR) in sports
- Applying data-driven decision making in real-life sports scenarios

CONTRIBUTORS:

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ENROLLMENT DETAILS

How do I apply for Fundamentals of Global Sports Management?

The application for Fundamentals of Global Sports Management is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=sports>

How much does the program cost?

The cost of the entire program, which includes all six course modules, related activities, and an NYU Certificate of Completion upon finishing, is \$1,199. There are also installment payment plans available, starting as low as \$119/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your NYU Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

Is there financial aid available?

No, financial aid is not offered for Fundamentals of Global Sports Management. However, there are payment plans available, starting as low as \$119/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a course hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

THE PROGRAM

Are there any prerequisites, age requirements, or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for the sports industry and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Completion in Fundamentals of Global Sports Management from NYU. Fundamentals of Global Sports Management is a non-credit program.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students one year is more than enough time to work through the programs and fully absorb the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

Fundamentals of Global Sports Management is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the sports industry works and a better understanding of where their passion lies. Second, with the Certificate of Completion from NYU on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in Fundamentals of Global Sports Management?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Fundamentals of Global Sports Management. But you will have something in common with all of our students — a passion for the sports industry and desire to build a successful career doing what you love! Our students might be working in the sports industry and looking to get ahead, or working in a different industry looking to switch

careers. They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the sports world. They might be like you — a future leader in the sports industry!

Where do I find the program materials?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Fundamentals of Global Sports Management, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the sports industry you feel passionate about. If you find that you want to learn even more about a specific area of the sports industry, NYU offers a number of in-person and online program options. Visit <https://www.sps.nyu.edu/homepage/academics/divisions-and-departments/preston-robert-tisch-institute-for-global-sport.html> to explore.

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.