

# 1 DIFFERENTIAL ASPECTS

- It involves actual contact with the profession. Placements are spent at Real Madrid matches and at the Club's facilities.
- Its training staff has proven experience in the industry.
- It equips students to perform their work (photographic cameras, video cameras, editing rooms, radio studios, television studios etc.).
- It has an international perspective.
- Work placements are spent with the club's own media, such as Real Madrid TV, press offices, the communications department or the Real Madrid Foundation.

# 2 KEY INFORMATION

## 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.

## QUALIFICATION:

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

## DURATION:

60 ECTS Credits. From October to July.

## METHOD:

Campus-based.

## TIMETABLE:

Monday to Thursday, 10:00 to 14:00.

## LANGUAGE:

English.

## CAMPUS:

Villaviciosa de Odón, Madrid.

## SUPPLEMENTARY EDUCATIONAL ACTIVITIES:

Santiago Bernabéu Stadium, Real Madrid Basketball Hall and Real Madrid C.F.'s training complex. (Valdebebas).

## METHODOLOGY AND PLACEMENTS:



The methodology used in the Master is based on a combination of six modules whose content is both theoretical and practical, and in which sports and the media are explored in greater depth.

These modules are complemented with a Master's Dissertation, an external placement with media and sports organisations. Tuition consists of lectures and students creating their own radio and television programmes and blogs, taking photographs, video editing, covering sports events, and making video reports. Students will be able to hold open discussions with sports personalities and prominent media professionals. Thanks to role-play exercises, students will be exposed to real-life experiences faced by professionals in sports reporting: press conferences, interviews, communication strategies in the event of crisis, etc.

## FACILITIES:

Universidad Europea makes a full range of facilities available to students:

- Journalistic writing classroom with an agency service, QuarkXPress, InDesign, Photoshop and WordPress.
- Television studios with a set, production control, virtual set and video-editing booths with AVID and Final Cut systems.
- Three 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.

<b>TOP 3 REASONS WHY</b>	<b>PLACEMENTS</b>  85% of students spend their placements with Real Madrid's	<b>TEACHING STAFF</b> <b>14</b> lecturers on the communication structure of Real Madrid.	<b>PRACTICAL EXPERIENCE</b>  News coverage of real Real Madrid events.
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## MODULE I. THE SPORTS JOURNALISM WORLD

- Social aspects associated with sport.
- New trends and current status of the sports market.
- Legal bases of sport.
- Economic bases of sport.

## MODULE II. PRINT JOURNALISM

- News genres in sports journalism.
- Print and digital sports newspapers. Information on football and other sports.
- Sports writing in the general media.
- Regional editions. Specialist magazines. Multimedia environments.
- Agency sports journalism. Internet and combined editing.
- Photography in sports newspapers. Digital design and layout.
- Reporters and special correspondents. Coverage of major sports events.
- Columnist. Evolution and style of sports columns.
- Investigative and data journalism in sport.
- The transfer market in the world of football.

## MODULE III. SPORTS RADIO

- History of sport on the radio in Spain.
- Sport of the radio today.
- Technological world of today's radio. Digital content management system and mixer.
- Multi-connection programs. "Carrusel deportivo [Sports Carousel]".
- Sports radio production.
- Daily sports programmes.
- Radio sports commentating.
- Radio sports interviews.
- Sports and their association with the radio.
- Sports radio and advertising.
- The voice as a communicative tool.

## MODULE IV. TELEVISION AND SPORT

- Current television industry.
- Television audience indicators and workflows.
- Broadcasting rights and relaying of sports events.
- Use of digital camera and lighting equipment.
- Video editing and post-production in television. Editing in Avid.
- Production of sports television formats.
- Production of sports events.
- Creation and development of sports television programmes.
- Preparation of television reports.
- Television presenting. Auto-cue and body language.
- Television sports commentating.
- Television sports information. Sports information models, debate, opinion, interviews and correspondents.

## MODULE V. DIGITAL JOURNALISM AND SOCIAL NETWORKS

- Online media world.
- Social networks and new trends.
- The world of sports blogs. Activities and case studies.
- Technological applications in sports journalism.
- Sports website structure.
- SEO positioning in sports journalism.
- Control tools in the use of social networks.
- Social network strategic analysis.
- 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.
- Communication and managerial skills (leadership, decision making, negotiation and crisis management).
- Professions and sports professionals (writing for the radio, the web, press agencies, Ciudad Deportiva training complex and Real Madrid C.F. football and basketball press departments).
- Carrying out press conferences. Relations with sports personalities
- Sports protocol.

## MODULE VII. MASTER'S THESIS

## MODULE VIII. INTERSHIPS

# 4 PARTNERS

- Real Madrid C.F.
- Real Madrid TV
- Mediapro
- Agencia EFE
- 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

“ At Universidad Europea you can implement any idea about writing a piece, and more easily so than with some pieces, thanks to existing media. High-quality teaching staff in terms of theory and professionalism. ”

*José Aguado*  
La Razón Sports

“ The Real Madrid Graduate School - UE features quality tuition, going to great lengths to ensure students receive a well-rounded education. ”

*Mariano Rodríguez*  
Mediapro

