Universidad Europea

1. BASIC INFORMATION

Course	Final Master´s Project
Degree program	Sports Marketing Master Degree
School	Physical Education School
Year	First
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	English
Delivery mode	Campus based / Online
Semester	First and Second semester
Academic year	2020/21
Coordinating professor	David de Matías Batalla

2. PRESENTATION

"Master's Final Project" is the last module of the program, with a value of 6 ECTS. In this module the entire training process of the master's degree in sports marketing is concluded in an integrative and global way in the Project (Module: Master's Final Project), intended for individual or group preparation of a work in the form of: 1) Research on topic related to the program, 2) Marketing Plan or 3) Business Plan and will be supervised by a project tutor. The student has the possibility of enhancing her research character by completing her Master's Thesis in relation to university research groups, as well as with companies in the sector.

The Master's Thesis must respect a format, which may be scientific (introduction, hypotheses / objectives, material and method, discussion and conclusions) or professional (specific to the content and theme of the Project).

The development of the Master's Thesis will be carried out based on the knowledge acquired during the different modules, however the student will always be guided by his tutor who is the one who must authorize him to deliver his Work to the commission of the master's degree that will study it and will rate it. Once the Work is accepted, the student will make his oral and public defense. The court will evaluate your presentation and may ask the questions that it deems appropriate to the student, who will receive the corresponding grade.

3. COMPETENCES AND LEARNING OUTCOMES

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competences	Learning outcomes
BS1, BS2, BS3, BS4, BS5, TS1, TS2, TS3, TS4, TS5, TS6, TS8, TS9, TS10, TS11, TS12, TS13, TS14, TS15, TS16, TS17, TS18, SS1, SS2, SS5, SS7, SS9, SS10,	LO1
BS1, BS2, BS3, BS4, BS5, TS1, TS2, TS3, TS4, TS5, TS6, TS8, TS9, TS10, TS11, TS12, TS13, TS14, TS15, TS16, TS17, TS18, SS1, SS2, SS5, SS7, SS9, SS10,	LO2
BS1, BS2, BS3, BS4, BS5, TS1, TS2, TS3, TS4, TS5, TS6, TS8, TS9, TS10, TS11, TS12, TS13, TS14, TS15, TS16, TS17, TS18, SS1, SS2, SS5, SS7, SS9, SS10,	LO3

4. CONTENT

The following are the main content areas that are embedded in the module:

• Presentation of the final master's work indicating the different possibilities to develop: research, marketing plan, business plan.

• Presentation of partners and companies to carry out work

• Shows work from previous years

• Research tools for the project

• Support financial content for marketing plan and business plan

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes
- Presentation and discussion of case studies
- Individual research by students
- Presentations in class by students
- Discussion in class

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Hours
Directed works and problems solving activities	100 h
Personal work for teamwork	48 h
Presentation	2 h
TOTAL	**150 h**

Online mode:

Learning activity	Hours
Directed works and problems solving activities	100 h
Personal work for teamwork	48 h
Presentation	2 h
TOTAL	**150 h**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Submitting and presenting the final project: document	40%
Submitting and presenting final project: presentation	40%
Tutor´s grade for project development	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Project tutorial period	December 2020 / June 2021
Project presentation	June 2021

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

Bibliography used for each Project will depend on the independent work that every student does, the suggestions coming from the tutor and the topic of the project.

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.