

Summer 2021

France

NEOMA School of Business

Only online

Language: English

Topic: Sport Management

Courses:

- Sport Management – The French Model, Strengths and Future Challenges
- Managing Major Sporting Events – Sports Event to Softpower Influence
- Sports Sponsorship and Marketing – Strategies for Federations and Clubs
- Business Game Football Club CEO – Club Management and Finance

Terms: June 21 to July 9

Normal fee: 950 Eu

ZSEM nominated students fee: 0 Eu

Deadline to apply: May 31

Complete information:

<https://neoma-bs.com/programmes/sport-federations-and-major-events-management-2021/>