

# Sport Federations and Major Events Management

**3-21 January 2022**

NEOMA Business School

**Format:** Online

Program for: Bachelor and master students

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

12 ECTS

Normal tuition fee: 950 EUR

**Special fee for ZSEM students nominated: 150 EUR**

Deadline to apply: **December 15<sup>th</sup>, 2021**

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