

CARVE YOUR NICHE IN THE SPORTS INDUSTRY

POSTGRADUATE DIPLOMA WITH INTERNSHIP IN SPORTS MARKETING



WHAT YOU'LL LEARN

- Analyze key functional business areas and apply a global perspective to human resources, marketing, finance, and sales within the sports industry.
- Demonstrate effective leadership and human resource management practices used in professional sports organizations.
- Apply industry-specific marketing strategies and sales concepts in sports management contexts.
- Integrate coursework and the required internship experience to evaluate real-world leadership practices and prepare for a career in sports management.

In recent years, sport has expanded beyond its traditionally defined boundaries, increasing the demand for specialist professionals across the global sports industry. Extend your knowledge by concentrating on the latest management practices and strategies as they relate to sports management and industry best practices. **AI tools are incorporated throughout each core business course**, reflecting the evolving role of technology in sport-related organizations.

Study is full-time and combines lectures and interactive discussions, case studies, and site visits to Southern California sports-related organizations, venues, businesses, and other places of professional interest. You'll have the opportunity to network with professionals from around the world while gaining maximum exposure to real-world business practices as they apply to the sports management field.

To further prepare you for professional application, a **required Professional Skills and AI Readiness course in Quarter 2** builds workplace competencies and prepares you for your **internship experience in Quarter 3**, where you practice what you have learned in a professional setting. You'll develop the ability to lead and organize in the sports industry while strengthening your understanding of established and emerging leadership approaches. Coursework explores the relationships among sports promotion, advertising, and sponsorship; management theory; finance; and law, with an emphasis on branding, funding, regulatory conditions, ethics, and business structure in this growing field.



TOTAL UNITS: 43



COMPLETION TIME: 9 months



TUITION: \$20,200



ENGLISH FLUENCY:
Minimum TOEFL iBT 80, IELTS 6.5,
or Duolingo 100



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POSTGRADUATE DIPLOMA WITH INTERNSHIP IN SPORTS MANAGEMENT



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TAKE YOUR CAREER TO A HIGHER LEVEL

Now that you've earned your Bachelor's degree, or completed 3 years of your undergraduate degree, we want to help you differentiate yourself from others in your field. One-Year Postgraduate Diplomas provide in-depth knowledge and on-the-job experience that will give you a unique advantage when applying for jobs. We've identified several key industries with great career potential. Take advantage of living and studying in a vibrant university community. Create new career opportunities—study with experts in your field, explore management specializations in-depth, gain a guaranteed U.S. internship, and leave UCR with a gold-standard UC diploma and work experience at an American company.

While there are as many paths to follow, as there are reasons to follow them when approaching continuing education, there is enormous value in terms of time, financial investment, and personal flexibility while gaining practical training from working professionals in your industry that extends beyond the theory of the classroom and into the real world.

KEY BENEFITS INCLUDE:

- UC Quality Curriculum
- Enhanced Employability
- Intercultural Management Competencies
- Instruction from Professional Leaders in the Industry
- Professional Endorsements

PROGRAM FLOW



DREAM BIG. STUDY IN CALIFORNIA.



Our postgraduate programs are the only one of their kind in the U.S., and are world recognized credentials.



Affordable, quality UC Gold Standard programs in the heart of sunny Southern California.



Gain relevant work experience to add to your CV to increase your employability either here or abroad.



Benefit from an American perspective to set you apart from your competition.



Acquire intercultural competencies, a global perspective, and the ability to work in collaborative teams that cross the lines of business and culture.



POSTGRADUATE DIPLOMA WITH INTERNSHIP IN SPORTS MANAGEMENT



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STUDY PLAN

Quarter 1

Postgraduate Certificate in Management Completion Time: 12 weeks/3 months

Gain the best perspective in management through four foundational courses.

REQUIRED COURSES (16 UNITS)

UNITS

Global Human Resource Strategies for an Inclusive, Sustainable, and Tech-Driven Future [MGT X200.10](#)

4

Global Marketing in an AI-Powered World [MGT X200.11](#)

4

Multinational Financial Management [MGT X200.12](#)

4

Strategic Management in a Digital Age [MGT X200.13](#)

4

Quarter 2

Specialization Completion Time: 12 weeks/3 months

Go in-depth with experts who have extensive knowledge in your field.

REQUIRED COURSES (15 UNITS)

UNITS

Professional Skills and AI Readiness for Today's Workplace [MGT X200.8](#)

3

Sports Marketing and Promotions [MGT X463.20](#)

4

Management and Leadership in Sports [MGT X463.22](#)

4

The Financial Management of Sport [MGT X463.24](#)

4

Quarter 3

Internship | Professional Experience Completion Time: 12 weeks/3 months

Apply your newly acquired skills on the job through a GUARANTEED internship with an American company, where you can capitalize on learning from and with a DIVERSE and MULTI-CULTURAL workforce, to give you insight and perspective from various angles. Our Career Consultants provide personalized, one-on-one guidance to help you find the perfect U.S. company to launch your career!

ONLINE COURSE (12 UNITS)

UNITS

Analyzing the American Workplace [MGT X200.7](#)

12

Successful program completion qualifies you to apply for **Optional Practical Training (OPT)**. Upon completion of your Postgraduate Diploma Program, you are eligible for paid employment in the U.S. for up to one year through Optional Practical Training (OPT). <https://extension.ucr.edu/opt>



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ARE YOU READY FOR YOUR NEXT STEP?

Schedule an appointment with an **Advisor** to get started. <https://extension.ucr.edu/advisors>

