



DRIVEN BY SPORT POWERED BY INDUSTRY

UNDERGRADUATE AND POSTGRADUATE COURSES

ONLINE AND ON-CAMPUS 2025/26



ABOUT GIS

Welcome to the Global Institute of Sport (GIS), the leading destination for sports and education in the world's most exciting sector.

Driving the fast-paced world of sport to new heights, GIS is on a mission to transform the global sports industry through education and collaboration, we are powered by a global network of industry leaders and elite stadium venues.

GIS is both global in name and by nature. Our students and alumni have unique access to eight major sporting cities in Europe, the Middle East, North America and Australia. Our senior leadership team originate from three continents and have an abundance of experience in international education and sport. Our Global Industry Advisors are a collection of influential sports leaders from across the world who feed into your degree provision, global experiences and career opportunities. Through our industry partners and connections, our students are embedded in the sports industry, provided with unique access to advance their careers with employability and work experience opportunities.

Our mantra 'driven by sport, powered by industry' is embodied in everything we do.

Whilst GIS makes every effort to produce as informative a prospectus as possible, our website **GIS.sport** is always your best source for the most up-to-date information.

We look forward to welcoming you to the Global Institute of Sport.



The option to prepare my next move whilst still playing at the highest level was hugely important to me. That's why I chose to study at GIS - it just made sense.

Brad Guzan

Atlanta United goalkeeper and GIS student





5	WELCOME FROM OUR PRESIDENT
6	AN AWARD-WINNING INSTITUTION
8	LEADING THE WAY
10	PROGRESSION PATHWAYS
12	YOUR CAREER
14	YOUR GLOBAL INDUSTRY ADVISORS
18	YOUR GIS GLOBAL LOCATIONS
20	WEMBLEY
22	MIAMI
24	MELBOURNE
26	BRUSSELS
28	NEW YORK METRO
29	TORONTO
30	STUDY, WORK, PLAY: DUBAI
31	STUDY & WORK: US AND AUSTRALIA
32	JOIN OUR GROWING GLOBAL COHORT OF ONLINE STUDENTS
34	OUR RANGE OF DEGREES
36	MSC FOOTBALL BUSINESS
38	MSC FOOTBALL COACHING & ANALYSIS
40	MSC PERFORMANCE ANALYSIS IN FOOTBALL
42	MSC FOOTBALL COMMUNICATIONS & DIGITAL MARKETING
44	MSC INTERNATIONAL SPORT MANAGEMENT
46	MSC SPORTS MARKETING & MEDIA
48	MA SPORTS AGENCY
50	POSTGRADUATE DIPLOMA IN INTERNATIONAL FOOTBALL BUSINESS
52	CERTIFICATE OF HIGHER EDUCATION IN FOOTBALL COACHING
54	PROFESSIONAL EDUCATION
56	YOUR NEXT STEPS
58	GIS SCHOLARSHIPS



WELCOME FROM OUR PRESIDENT

Dear future student,

It is with great pleasure that I welcome you to the Global Institute of Sport (GIS).

Myself, the GIS team and our vast array of global advisors and industry partners, take immense pride in the incredible achievements of our students and alumni. Their dedication, resilience, and triumphs are a testament to the environment of excellence that GIS fosters and the values that we embed into all we do. I am excited at the prospect of welcoming you into our family, where you will have the chance to connect with like-minded individuals, learn from industry leaders, and shape your own path in the dynamic realm of sports.

Here at GIS, we understand that your educational journey is not only about the rewarding academic pursuits, but also about honing the skills, experiences and network that will shape your future. Our curriculum, developed hand-in-hand with industry experts, ensures that you receive a holistic education that equips you for success in a competitive world. Our commitment doesn't stop at the classroom; we offer bespoke industry insights from leading sports minds, as well as unparalleled experiences and access to iconic sports venues, that set us apart from the rest.

As you explore the pages of this prospectus, I encourage you to envision the possibilities that await you at GIS. From cutting-edge courses to a network that spans the globe, we provide the tools for you to thrive and become a force of positive change in the sports industry, and to do so surrounded by like-minded colleagues and classmates who have all chosen to embark on this journey alongside you.

Should you choose to join us, I assure you that the GIS community – our faculty, staff, students, and alumni – will stand beside you, supporting your growth and celebrating your achievements; but I also remind you that you must be committed to put in the level of work, patience and dedication that you'd expect from a successful member of the global sporting world. The journey you are about to embark upon is not just a chapter of your life; it's an opportunity to prepare yourself to make your mark and leave a lasting legacy in the world of sports.

Having been in the position of choosing my degree path, I completely understand that this is one of life's big and important decisions. Please know that we are here to guide you, inspire you, and help you realise your potential. Together, let's create a future where your passion for sports meets the boundless opportunities that GIS offers.

Warmest of regards,

Sharona Friedman

CNS, SNS, HBBA, MBA, JD, MCIM

President & CEO of the Global Institute of Sport

AN AWARD-WINNING INSTITUTION



SportBusiness

The prestigious **SportBusiness Magazine** has ranked our MSc International Sport Management course in their

GLOBAL TOP 40 POSTGRADUATE PROGRAMMES

two years running, placing **23rd globally** and **7th in Europe**, with consistent recognition for employment prospects

IT WAS ALSO RANKED AMONG THE
TOP 10 ONLINE SPORTS PROGRAMMES IN EUROPE



GLOBAL INSTITUTE OF SPORT GRADUATES WERE RANKED AMONGST
THE HIGHEST FOR EMPLOYMENT PROSPECTS IN SPORT



GLOBAL INSTITUTE OF SPORT WON THE AWARD FOR
BEST BUSINESS SERVING FOOTBALL
AT THE 2023 FOOTBALL BUSINESS AWARDS

WE CONDUCTED AN INTERNAL STUDY WHICH CONCLUDED THAT...

99%

OF GIS GRADUATES ARE
IN FULL-TIME WORK OR
EMPLOYMENT AFTER 9
MONTHS

97%

OF THESE ARE
IN HIGHLY
SKILLED JOBS

79%

ARE WORKING
OR STUDYING
WITHIN SPORT

LEADING THE WAY

Our students and alumni are leading the way for the future of the sports industry, working at leading names including Premier League clubs, national governing bodies and internationally acclaimed organisations.

Each course at GIS has been designed with the global sports industry in mind to ensure each student gains the skills required to give them every opportunity for success. Across the industry, GIS students and graduates are leading the way in a variety of sectors including coaching, business, media, marketing and events.



GIS provided me with a platform to deepen my knowledge and gain work experience in the industry, as well as surround myself with so many intelligent people within the industry.

Hugo Thaxter

Insights Analyst at Arsenal FC

MSc Football Coaching & Analysis Alumnus



Studying with GIS inspired me and set me up perfectly for my dream career in sport. I knew that the networking options that GIS would provide me would be like no other.

Maria Hasler

Senior Commercial Rights Manager at Arsenal FC

MSc Football Communications & Digital Marketing Alumnus



My time at GIS helped create opportunities I thought would never be possible. I now have the tools necessary to keep developing within the football industry.

Benjamin Chevreau

Arsenal Women's U21 Performance Analyst and FIFA Tournament Analyst

MSc Football Coaching & Analysis Alumnus



The camaraderie amongst the cohort is incredible. We're really in this fight together and living the highs and lows.

Alice Firth

Women's U21 & Academy Analyst at Manchester United

MSc Performance Analysis in Football Alumnus



GIS are leaders in executive education, so for me it was a no brainer to get involved in one of the courses.

Holly Hamilton

Marketing Analyst at Aston Martin F1

MSc Football Communications & Digital Marketing Alumnus



GIS definitely opened up way more opportunities to me than I would have had. You are introduced to so many industry experts who provide insightful information.

Edem Spio

Co-Founder at African Sport Business Group

MSc International Sport Management Alumnus

PROGRESSION PATHWAYS

Continuing Professional Development

We are committed to supporting your educational journey and professional development. To help you achieve your goals, we offer clear pathways for advancing to higher-level qualifications with us, including:

Undergraduate to Postgraduate Study

Seamlessly transition from your Bachelor's degree to a Master's program, building on the knowledge and skills you have already acquired.

Certificate of Higher Education to Full Bachelor's Degree


Progress from a Certificate of Higher Education to complete your Bachelor's degree, further enhancing your academic credentials and career prospects.

Postgraduate Certificate and Postgraduate Diploma to Full Master's Degree

Advance from a Postgraduate Certificate or Diploma to a full Master's degree, deepening your expertise and opening up new professional opportunities.

Our courses are specifically designed to build upon the foundation laid during your previous studies, taking your skills and expertise to the next level.

In addition to these pathways, we offer a range of short courses and professional education opportunities that you can access during your studies and after graduation. These resources ensure your continued professional development, helping you stay current with industry trends and maintain a competitive edge in your field.

 Visit GIS.sport/progression for more information.



Each aspect of the International Sport Ma has direct links to my everyday working li improved my confidence in new areas of

Sam Swanton

Head of Commercial, Salford City FC

MSc International Sport Management Alu



ALUMNI DISCOUNT

GIS, UCFB and our partner university alumni are eligible for a **15% tuition fee discount** on all GIS degree courses

YOUR CAREER

GIS unites, inspires and equips the current and future leaders of the global sports industry with the skills, knowledge and network to take the world of sport to continually new heights.

Your careers manager

Our dedicated Global Careers Manager will provide you with individual support whether you are looking to take your first step towards working in the sports industry or looking for career progression. Through this exclusive provision, you will have the opportunity to be mentored, attend specialised workshops and industry networking sessions and expand your professional network on a global scale. We are here to help you understand and maximise the world of opportunities available to you at GIS.

Global Insight Series

Leading figures from the sports industry attend our regular online webinars to discuss their areas of expertise and share insights about their careers in the sports industry. These sessions will be available to take part in live, and will also be recorded to be viewed online 24/7, and cover topics such as Technological Innovations in Sport, our Women in Leadership Conference and Future of Work Summit.

GIS Professional Mentoring Programme

You will be provided with the opportunity to be mentored by a sports industry professional from our Global Advisory Board and alumni who are working in the sports industry. You will get the chance to network with our Global Advisory Board who are leaders of their respective fields in the sports industry who possess a wealth of knowledge and experience.

Work experience opportunities

The unique opportunities available at GIS to undertake work experience in the sports industry will enable you to develop your skills and knowledge further, while experiencing first-hand what it is like to work in this fast-paced and exciting environment. Embedded in our industry, our partner connections can advance your dream career in sports and grow your network while studying.

Digital resources

We have an extensive collection of digital careers resources available to help accelerate your career. You will also have access to LinkedIn Learning which has over 16,000 expert led courses which you can learn at your own pace and access practical exercises, as well as AI powered CV checker and online mock interviews – everything you need to help you secure a job in the sports industry.

Live Lab: Jamaica

GIS students can apply for a fully-funded, multi-week internship at Mount Pleasant Football Academy in Jamaica. This is an immersive, real-time opportunity to apply your university degree in a world-class football academy, working alongside some of the Caribbean's most promising young talents.



YOUR GLOBAL INDUSTRY ADVISORS

The GIS Industry Advisory Board influences and shapes the education provision of GIS to enable the next generation of sports professionals to become leaders in their field. With representatives across Europe, North America, Australia and Asia, it features some of the most influential and respected names in world sport.

Europe, Middle East and Africa



Jason Brisbane
(chair)
CEO,
Great Britain Wheelchair
Rugby (GBWR)



Kojo Annan
Founder,
Africa10



Tony Burnett
Former CEO,
Kick It Out



Jennie Cooper
Head of Games
Strategy & Planning,
British Paralympic
Association



Jon Dutton
CEO,
British Cycling



Michelle Farrer
Head of Player Care
and Engagement,
Premier League



Russell James
Senior Independent
Director, British
Universities & Colleges
Sport (BUCS)



Mollie Kmita
Co-founder,
The Powerhouse Project,
Media Presenter Sky
Sports and Nike



Rosie Kmita
Co-founder,
The Powerhouse Project,
Media Presenter Sky
Sports and Nike



Tony Scholes
Chief Football Officer,
Premier League



Misha Sher
Global Head of Sport,
Entertainment &
Culture,
EssenceMediacom



Jo Tongue
CEO,
Tongue Tied
Management



Gary Mellor
(chair)
Senior Partner/
Solicitor,
Beswicks Legal



Xavier Asensi
Co-President & Chief
Business Officer,
Inter Miami



Mike Bartlett
President & CEO,
Canada Basketball



Marc De Grandpre
President/General
Manager,
New York Red Bulls



Liz Martin
Director, Marketing
Partnerships, New
York Red Bulls



Skate Noftsinger
Chief Business Officer,
Atlanta United



Jason Roberts
Chief Football
Development Officer,
CONCACAF



Nelson Rodriguez
Executive Vice
President of Sporting
Product and
Competition, MLS



Michael Shaw
Vice President,
Brand Marketing,
Miami Dolphins



Chris Shewfelt
Maple Leaf Sports
& Entertainment
Partnership, Lead,
FIFA World Cup 26
Toronto



Humza Teherany
Chief Strategy and
Innovation Officer,
Maple Leaf Sports
& Entertainment
Partnership



Aly Wagner
Broadcaster,
CBS Sports and
Fox Sports

YOUR GLOBAL INDUSTRY ADVISORS

Asia-Pacific



James Rosengarten
(chair)
General Manager,
Melbourne Renegades



Paul Cammack
Director of
Places to Play,
Tennis Australia



Gen Dohrmann
CEO,
Table Tennis
Victoria



Fatima Flores
Founder/Agent,
Level Playing Field
Sports Agency



Domeka Garamendi
Head of Stakeholder
Relations, Member
Association Division, Asian
Football Confederation



Cameron Honey
Founder & CEO,
Current Future



Kevin Jang
Football Agent,
CAA Stellar Sports
Korea



Brad Lloyd
Head of Football,
Carlton Football
Club



Sheila Nguyen
Head of Sustainability
AUS and NZL, FIFA
Women's World Cup Aus
& NZ 2023



Megan O'Reilly
Chief Operating
Officer,
Melbourne Olympic
Parks Trust



Chantella Perera
General Manager
of Sport,
KOJO



Glenn Warry
Partner,
Sports Leaders
Consultancy

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It is clear that the Global Institute of Sport is dedicated to partnership with industry, through which it facilitates learning, networking and career pathways for the next generation of sports leaders.

Jason Roberts

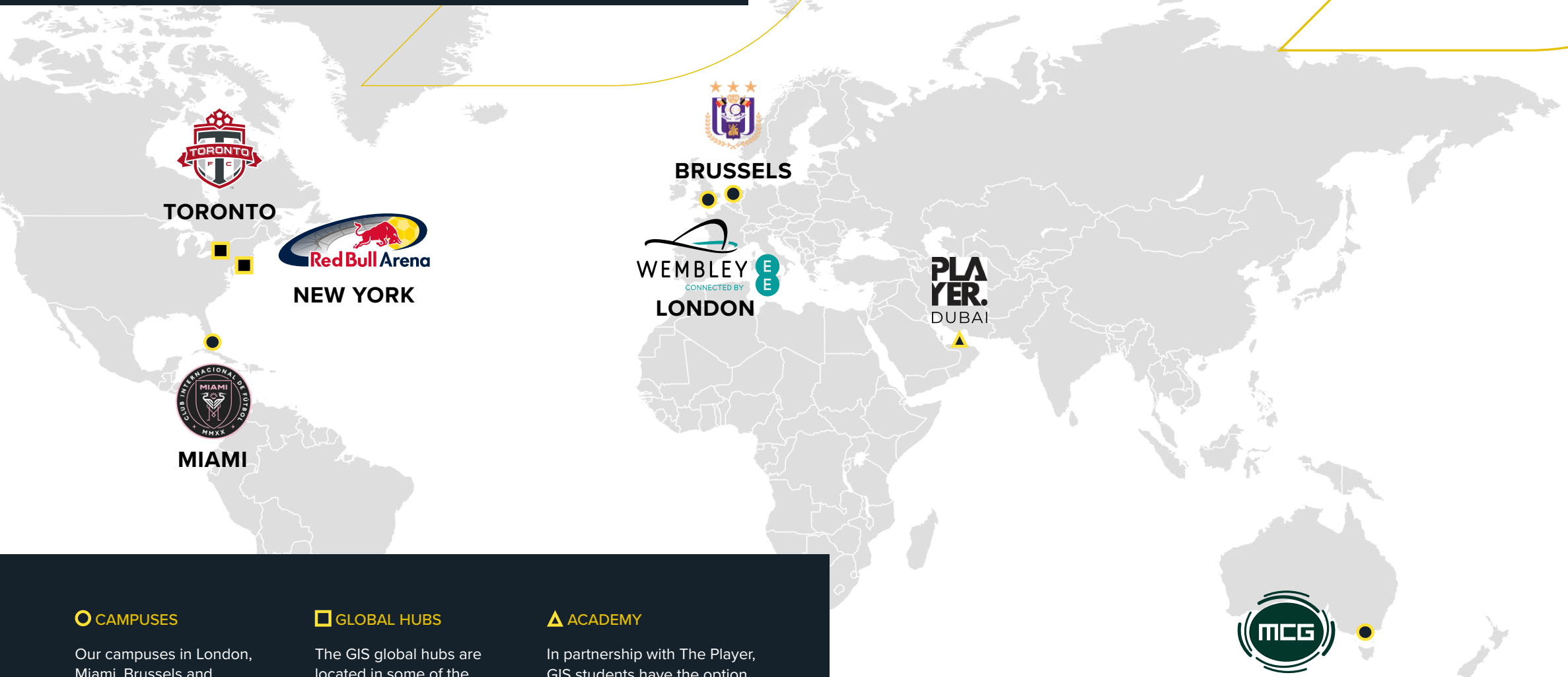
Global Institute of Sport industry
advisor and former Premier
League footballer

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YOUR GIS GLOBAL LOCATIONS

As a student and alumnus of GIS, you have access to a unique set of stadium venues across the world. On top of your innovative education with us, our annual Global summit events and exclusive content from global partners mean you are part of the GIS network for life.



CAMPUSES

Our campuses in London, Miami, Brussels and Melbourne with access to Wembley stadium, the Chase Stadium, Lotto Park, and the MCG host all GIS on campus and distance with attendance degrees.

GLOBAL HUBS

The GIS global hubs are located in some of the world's most exciting sports destinations. New York's Red Bull Arena and Toronto FC's BMO Field play host to GIS around the world, enabling students and graduates to enhance their knowledge and expertise of the international sports industry.

ACADEMY

In partnership with The Player, GIS students have the option to study any GIS distance programme whilst playing and training in an academy setting in Dubai.



For more information, including dates and potential costs of attending each summit, visit [GIS.sport/locations](https://gis.sport/locations)

YOUR WEMBLEY CAMPUS

As the globally renowned 'home of football,' Wembley Stadium is an iconic hub of the international sports industry and is at the heart of your Wembley campus.

With a capacity of 90,000, Wembley is the biggest stadium in the UK and one of most famous and recognisable names in sport. Wembley Stadium is the heart of our Wembley campus and provides a truly inspiring learning environment. GIS students have the option to study a distance with attendance degree which includes a residential period of face-to-face teaching at the Wembley Campus. Alongside opportunities to attend guest speaker sessions and networking events, providing students the opportunity to immerse themselves in the 'home of football'.

The wide-ranging facilities and outstanding location provide an immersive student experience for those undertaking the residential element of their distance with attendance degree studies, enabling students to hone their craft on your journey towards senior positions in the football and sports industry.

In addition to the residentials for distance with attendance students, GIS also hosts occasional in-person guest speaker and networking events in Wembley for all GIS students who wish to attend. All GIS students also have access to the Wembley Campus Study Hub and Library for independent study.



Facilities include:

- Wembley Stadium – Hosts lecture theatres, seminar rooms and a TV studio, many of which overlook the famous pitch.
- Arch View House – A modern, state-of-the-art facility, including teaching, lecture and seminar rooms, library and study hub, sports cafe and lounge.
- Silver Jubilee Park – Home to various football teams and a practical and theoretical teaching space for GIS coaching courses.

YOUR MIAMI CAMPUS

Inter Miami CF's 21,000-seater stadium is the home of our first North American campus. With online and distance with attendance courses available, our GIS Miami Campus provides a unique learning experience in an iconic destination. GIS students will learn from leading names from one of MLS' newest clubs as well as experiencing a truly sporting city that also hosts the NFL's Miami Dolphins, NBA's Miami Heat, the Miami Marlins of the MLB, the NHL side the Florida Panthers, Miami Sharks rugby team, Miami Formula 1, Miami Open Tennis, and a city that hosted the ICC T20 Cricket World Cup and will host several games during the FIFA World Cup.

GIS students have the opportunity to study an online degree or a distance with attendance degree which includes a residential period of face-to-face teaching at the GIS Miami Campus. Opportunities to attend guest speaker sessions, networking events and the GIS Global Sports Summit allowing students experience of specially tailored talks, workshops and visits specific to the American sports industry.

Famous for sun, fun and glamour, Miami is one of the key gateways to the United States from Europe. As the most southerly major city in US, this Floridian metropolis is home to a world-famous art deco scene, miles and miles of golden beaches and a thriving sports culture.



MIAMI
CHASE STADIUM, MIAMI, FLORIDA, USA



Facilities include:

- Chase Stadium – The 21,000 capacity stadium that is home to Inter Miami CF offers classroom and event and entertainment space in the NW club, along with pitch level executive suites for meetings and seminars.
- Inter Miami CF training centre – A 50,000 sq ft training center, with seven pitches, used by the pro-team and the IMCF academy.

YOUR MELBOURNE CAMPUS

If Melbourne is the home of Australian sport, then the Melbourne Cricket Ground (MCG) is the heart of it. This iconic venue is the largest stadium in the Southern Hemisphere, boasting a capacity of over 100,000 people. It's a stadium rich in history and is the scene of some of Australian sport's most memorable moments.

The MCG is the birthplace of Test Cricket, the home for the AFL Grand Final and has hosted the Olympic Games, Commonwealth Games along with a range of major events and concerts.

Located in arguably the world's premier sports precinct, the neighbouring Melbourne Park and AAMI Park venues host Australian Open tennis, A-League football and both rugby codes, allowing GIS students a truly unique sporting and cultural experience.

GIS students have the opportunity to study an online degree or a distance with attendance degree which includes a residential period of face-to-face teaching at the MCG as well as other first-class locations in Melbourne. Opportunities to attend guest speaker sessions, networking events and the annual summit also take place at the MCG to allow students to immerse themselves in Australian sport.



Facilities include:

- Melbourne Cricket Ground – The home of Australian sport is an inspirational setting for GIS Melbourne students, boasting a range of lecture and seminar spaces as well as cafes. The MCG is GIS' primary facility for residential weeks of teaching and the GIS Melbourne Summit.
- Darebin State Football Centre – Football Victoria's state facility includes a brand-new multi-sport indoor sports centre and classroom space in addition to the multiple FIFA grade football pitches for coaching residentials.
- NPL clubs across Greater Melbourne – Through GIS' partnership with the Association of Australian Football Clubs and links across the footballing pyramid in Australia, GIS coaching and analysis students have access to a number of clubs for residential week live coaching sessions as well as additional work placement opportunities.



YOUR BRUSSELS CAMPUS

Located at the iconic Lotto Park, the home of 34-time Belgian football champions RSC Anderlecht, the state-of-the-art GIS Brussels campus offers unparalleled access to world-class facilities and an immersive stadium learning environment right in the heart of Belgium.

The 22,000 seater stadium will be your home while you study with us, embracing all of the fantastic networking, experiential learning and incredible opportunities to the global sports industry it provides.

GIS Brussels is home to the Postgraduate Diploma International Football Business, which is delivered in partnership with one of Europe's leading universities, Vrije Universiteit Brussel. Students will be able to enjoy access to VUB's campus facilities and student activities.



LOTTO PARK
BRUSSELS, BELGIUM

Facilities include:

- Lotto Park – Lectures, seminars, guest speaker sessions and networking events will take place in the modern facilities inside RSC Anderlecht's iconic home, providing an immersive learning experience for all students at GIS Brussels campus.
- VUB campus – GIS Brussels students will also have access to facilities at VUB, including sports facilities, independent study space, media suites, library and various social spaces and eateries.

RED BULL ARENA

Home to popular MLS team New York Red Bulls, this global hub provides access to one of the great sports cities that hosts other world-renowned teams including MLB sides the Yankees and Mets, NBA teams Nets and Knicks, the NFL's Giants and Jets, and fellow MLS club New York City FC. A destination for our annual GIS Global Sports Summits, these immersive sports experiences will be based around tailored talks and workshops, featuring sports professionals from the pitch, from the boardroom and from behind the scenes of the sports industry, and the opportunity to attend live sporting events across New York City.

Red Bull Arena provides a unique opportunity to network with and learn from the revolutionary multinational Red Bull football brand, pioneers in 21st-century sport.



RED BULL ARENA
NEW YORK CITY METRO, USA



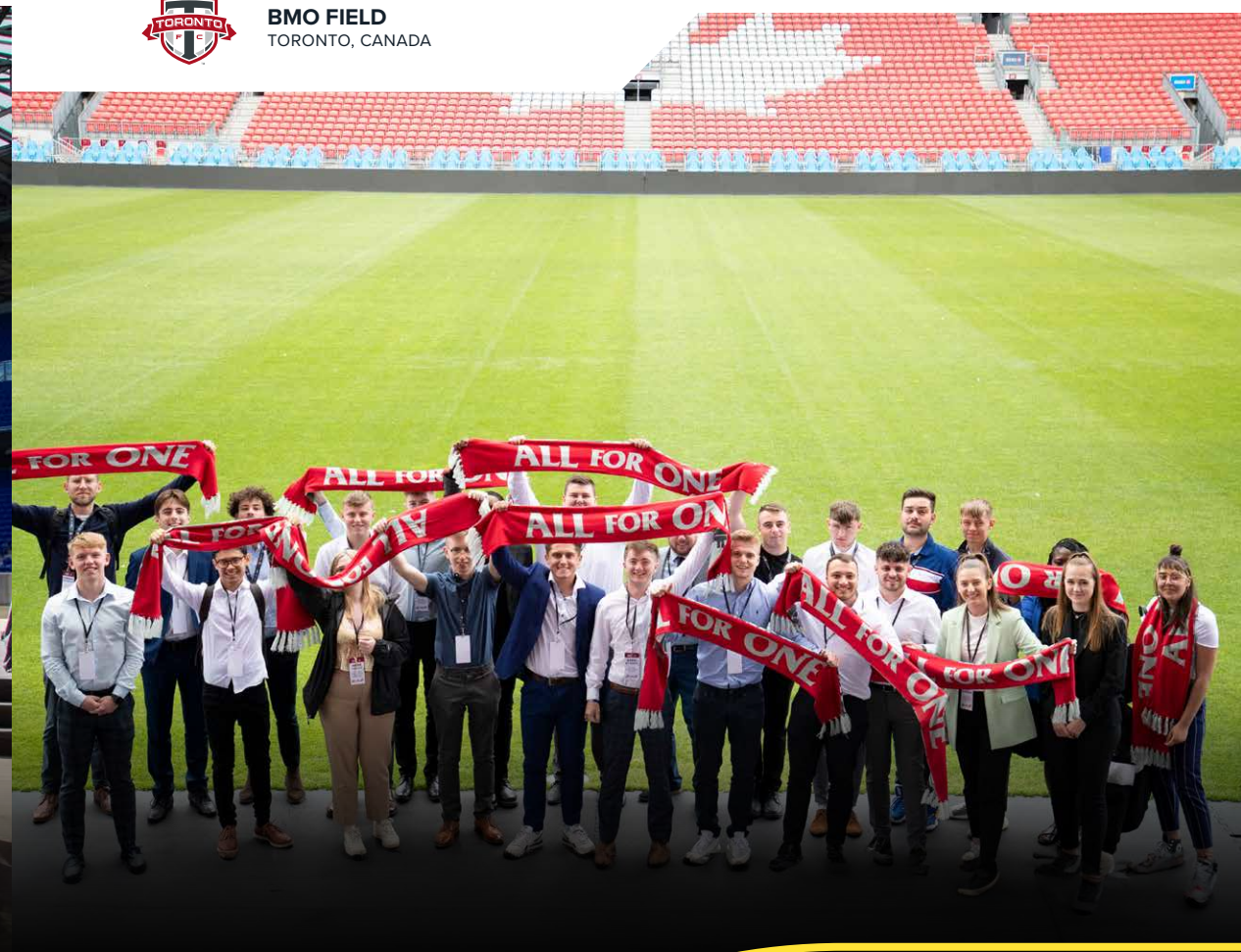
BMO FIELD

Crowned MLS champions in 2017, Toronto FC are based at Canada's national football stadium, BMO Field, and are owned by Maple Leaf Sports & Entertainment (MLSE).

A world-leading organisation in sports technology, GIS students will be able to learn from MLSE's unique business that runs successful venue and multi-sport franchise operations. Home of our annual GIS Global Sports Summit in Canada, students will also gain insight from leaders in the North American sports industry, networking opportunities and live sport experiences at MLSE's stunning Scotiabank Arena, home of the NBA's Toronto Raptors and the NHL's Toronto Maple Leafs.



BMO FIELD
TORONTO, CANADA



STUDY, WORK, PLAY: DUBAI

PLA YER.

The Global Institute of Sport and The Player have partnered up to provide an exceptional new opportunity in the UAE. Designed for footballers of all levels and aspiring sports industry experts, this initiative offers elite training, state-of-the-art facilities, and specialist academic tuition in Dubai's year-round sunshine.

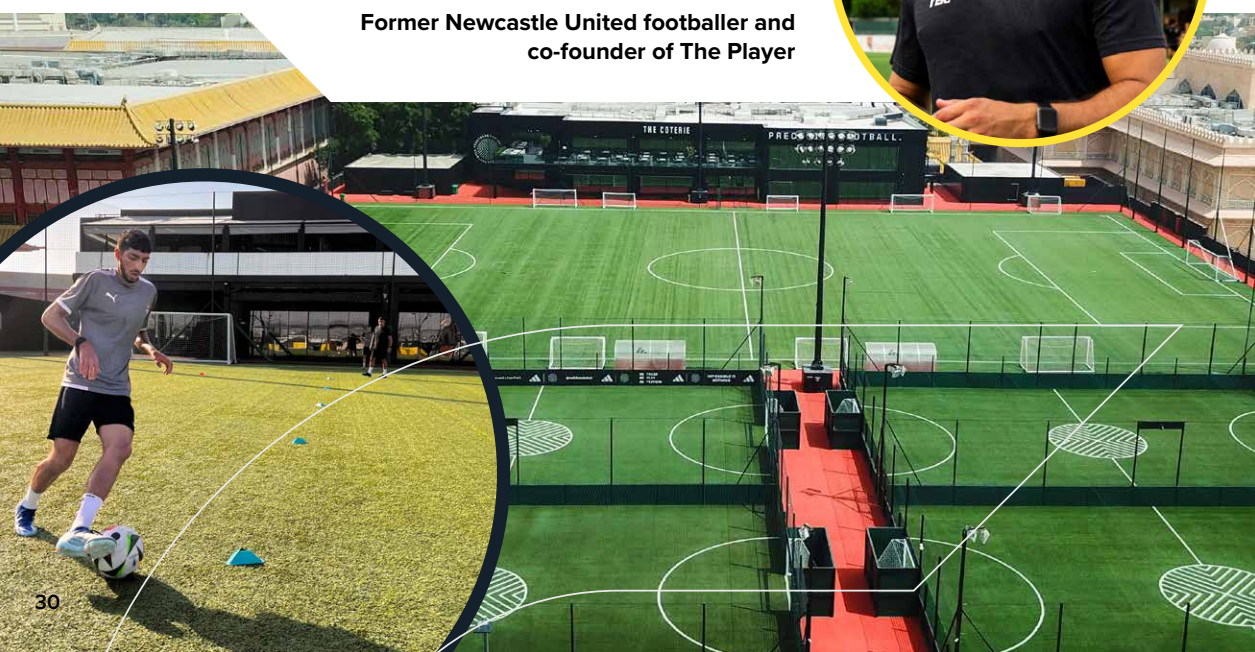
Immerse yourself in the Middle East's emerging football market, gain cutting-edge skills, and take advantage of a transformative experience that will shape your future both on and off the field.

This brand new, one-of-a-kind programme includes:

- Academic study delivered by industry experts with GIS, the leading destination for sports education industry in the world
- Elite level performance development services from The Player
- Highly experienced UEFA A licence qualified coaching team
- State of the art facilities and cutting edge technology at our specialist training facility Precision Football
- Placements with UAE football clubs and organisations on and off the pitch

Steven Taylor

Former Newcastle United footballer and co-founder of The Player



STUDY & WORK: US AND AUSTRALIA

In collaboration with Community Athlete Solutions (CAS) in the USA and The AllStars Academy (TAA) in Australia, this phenomenal opportunity is essential for those looking to further their career in one of the most exciting and developing sports markets.

See below for some of the key information and benefits.



Paid Work Experience in the USA:

- \$26,000 pro-rata minimum salary
- Accommodation support
- Host clubs all across the USA
- Personalised placement support
- Visa assistance
- Phenomenal networking opportunities



Visit [GIS.sport/cas](https://gis.sport/cas) for more information.



Paid Work Experience in Australia

- \$30-45 per hour wage
- Work at academies and schools across Australia
- Flexible working to suit your schedule
- Ability to work across all major cities and states
- Visa application support
- Potential opportunity to gain permanent employment in Australia



Visit [GIS.sport/taa](https://gis.sport/taa) for more information.

**15% tuition fee discount
for UCFCB alumni**

JOIN OUR GROWING GLOBAL COHORT OF ONLINE STUDENTS

Study a degree from anywhere in the world, with flexible learning options to suit your schedule. With GIS, you'll unlock access to a global network of students, alumni and industry professionals to maximise your opportunities and excel in the most exciting industry in the world.

- Global online degrees taught by sports industry experts
- Access flexible learning online at a time convenient for you
- Access our iconic campuses and global hubs in the United Kingdom, Belgium, United States, and Australia for face-to-face networking opportunities with faculty, students, alumni and partners from the sports industry
- Gain mentorship with sports industry leaders from around the world
- Access bespoke sports industry careers support from our Global Careers Manager
- Grow your global network and #MasterTheIndustry



The main advantage of this Master's degree online was certainly the flexibility. I was happy to be able to take classes at my own pace, with a schedule I could make up myself.

Antoine Roex

Fan Experience Manager at Standard de Liège

MSc Football Business alumnus

Our Global Delivery

One of the key advantages of our distance and distance with attendance degree courses is that you can study online wherever you are in the world as part of a global cohort. Delivered in a flexible format to suit your lifestyle that fits around your existing commitments provides the ultimate work-life balance.

At GIS we enable you join our global network of sports professionals who are passionate about making a positive impact in the industry. Through our cutting-edge curriculum, industry connections, and collaborative learning environment, we prepare you to thrive in the dynamic and ever-evolving world of sports.



Visit [GIS.sport/global](https://gis.sport/global) for more information.

Content is delivered through interactive e-lessons and activities accessed through GIS's Virtual Learning Environment. Learners will work through structured weekly content of both directed and self-directed study in their own time, allowing flexibility that can fit around your existing commitments.

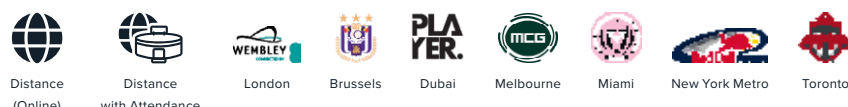
Concepts and ideas are then tested via quizzes, case studies, reflective practice, online discussion and workshops within live scheduled sessions and which focus on the clarification and expansion of key concepts and ideas.

For Distance (with Attendance) degrees, online study is further supplemented with on campus residential block(s) at one of our iconic campuses. Consisting of in-person teaching, practical delivery, networking and opportunities to meet your academic staff and fellow students.

OUR RANGE OF DEGREES

GIS has developed a profile of groundbreaking degrees to enable those working within the industry to drive forward their career, and to provide a gateway for those aspiring to pursue their ambitions of working in this exciting global multi-billion pound industry.

We are proud to include world-famous stadiums and surrounding venues among our state-of-the-art campus facilities across the globe, including London's Wembley Stadium, Lotto Park in Brussels, Miami's Chase Stadium and Melbourne Cricket Ground, GIS students benefit from a unique and immersive experience as they progress along their path in the global sports industry.



WORKING WITH



Global Institute of Sport's elite network of leading sports organisations and professionals provides students connection to industry. Students will be equipped with academic knowledge alongside gaining experience in the sports industry and the opportunity to develop their personal network across the sector.



How distance learning works

Online degrees at GIS are designed to allow flexibility whilst also maintaining structure to help you progress through your studies. Each module will require the completion of weekly activities set by the module leader as well as the submission of one to two assessments per module.

Online students will also have access to GIS' campuses and global hubs set in iconic stadium locations in the UK, US, Canada and Australia.

Live session delivery supplements your online independent learning, providing the opportunity to discuss ideas and concepts with your tutors and collaborate with fellow students.

How on-campus learning works

Students, including international students, can study fully on campus at GIS Brussels, which include teaching inside the iconic Lotto Park in Brussels.

How distance with attendance works

Our Distance (with attendance) degrees are delivered through our Virtual Learning Environment which can be accessed anytime making this a flexible study option that fits around your existing commitments. Your online study is further supported with on campus residential block(s) consisting of in-person teaching, networking and opportunities to meet your academic staff and fellow students. Distance (with attendance) students can also enjoy access to our global campus and student hubs and their facilities during their studies.

MSC FOOTBALL BUSINESS

Football is a global, multi-billion pound business that shows no sign of slowing down. Bumper TV deals and huge transfer fees means more money than ever is flowing through the game, ensuring it's vital that there are personnel ready to jump straight in and shape its future.

This in-depth course is designed for those who wish to develop their expertise in key areas shaping the current landscape of the football industry. The course provides opportunities to engage in different aspects of football business including areas such as governance and regulation, consumer engagement, operational management and business development.

MODULES

Our MSc Football Business modules have been designed to give you the best preparation for a leadership career in the football industry:

- Football Fan Engagement
- Football Operations Management
- Football Finance
- Global Sports Leadership
- Applied Professional Project
- Global Sports Consulting & Analysis (Option)
- Sports Law and Governance (Option)



MSc Football Business graduate Olga Monteiro now works for BBC Sport as a Journalist Researcher

FUTURE CAREER PROSPECTS

- Management positions within the core functional departments of the football industry
- High-ranking financial and operational roles within football
- Ability to rise to senior managerial roles due to the management aspect of the degree



Visit [GIS.sport](https://www.gis.sport) for the latest course information

KEY INFO

Duration

One year (full-time) or two years (part-time)

Study mode

Full-time or part-time

Fees

Home and international students: **£11,950**



Qualification validated by the University of East London



This course covers the range of key elements to provide you with the right background and the correct tools to perform in the sports industry.

Hazel Venables
Course Leader



MSC FOOTBALL COACHING & ANALYSIS

This course provides an inclusive, current and versatile curriculum of study which reflects the needs of the football industry for postgraduate students looking to upskill in both coaching and analysis. The course looks to support the continuing professional development of football coaches, performance analysts and those working in football or a closely related field.

More than ever, football is driven by video and statistical analysis. From a player's fitness to their in-game performances, video and data play a huge part in the modern game. This course will take an in-depth look at the numbers that make the game tick, alongside theoretical and practical coaching disciplines.

As a result of a number of exciting partnerships, students on the MSc Football Coaching & Analysis course have the chance to work alongside the recruitment department for English Football League clubs, gaining insight into scouting methods, data analysis and administration, as well as academy coaching and analyst roles.

MODULES

Our MSc Football Coaching & Analysis modules have been designed to give you the best foundation for a successful career in coaching or performance analysis:

- Applied Football Match Analysis
- Analysis of Football Coaching Practice
- Applying Football Principles – Tactics and Strategies
- Global Sports Leadership
- Applied Research Project
- Football Statistics and Data Analysis (Option)
- Applied Reflective Practice (Option)
- Philosophy in the Coaching Process (Option)

Visit [GIS.sport](https://www.gis.sport) for the latest course information

KEY INFO



Qualification validated by the University of East London

MASTER'S

Duration

One year (full-time) or two years (part-time)

Study mode

Full-time or part-time (distance with attendance) – online learning with intensive periods at one of our global campus locations

Fees

Home and international students: **£11,950**
Miami students: **\$19,950 USD**

POSTGRADUATE CERTIFICATE

Duration

One year (full time)

Study mode

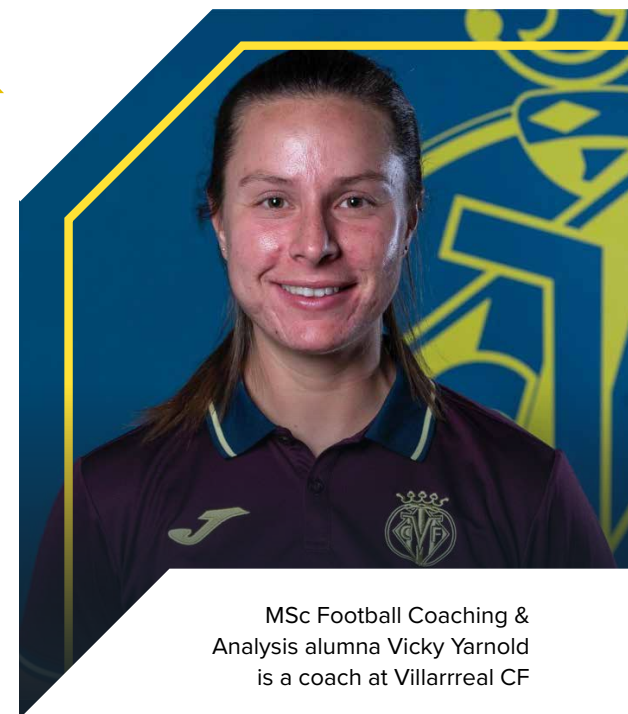
Full time (distance with attendance) – online learning with intensive periods at one of our campus locations

Fees

Home and international students: **£3,983.33**
Miami students: **\$19,950 USD**

ALTERNATIVE PATHWAY

Students unable to meet the coaching entry requirement for MSc Football Coaching & Analysis can begin their pathway to Master's via our Postgraduate Certificate in Football Coaching & Analysis. Following completion of the Postgraduate Certificate, and providing the coaching requirement has been met, students can 'top up' to complete the full Master's with an additional 120 credits of study over 1 year.



MSc Football Coaching & Analysis alumna Vicky Yarnold is a coach at Villarreal CF

FUTURE CAREER PROSPECTS

- Highly sought-after careers within professional and semi-professional football clubs
- Roles such as a first team or academy coach, coach analyst, performance analyst, data analyst, opposition analyst and scout/recruitment analyst can all be achieved



Coaching and analysis are essential components of modern football. Analysts can support the coaching process by delivering video and data insights on tactics and strategies, data and statistics and coach behaviour. Coaches can perform analysis or utilise such information to inform decision making and improve performance on the pitch.

Jono McPhail
Course Leader



MSC PERFORMANCE ANALYSIS IN FOOTBALL

This course will give students the necessary tools to understand and explore the performance analysis principles that rule the modern game. You will gain the knowledge of the theory and practice that enables enhanced performance on the pitch as well as in player recruitment.

The MSc Performance Analysis in Football course encompasses all that is required of a performance analyst whilst assessing and measuring expectations of this role within an applied football context. The variation of modules captures the appreciation required for an aspiring analyst in relation to what would be expected within a professional sporting environment. Understanding the roles that interlink with the role of a Performance Analyst is just as prevalent as understanding the role of an analyst in isolation.

MODULES

Our MSc Performance Analysis in Football modules are designed to give you the best preparation for a career in performance analysis:

- Applied Football Match Analysis
- Football Statistics and Data Analysis
- Talent Identification and Recruitment
- Applied Research Project
- Global Sports Leadership
- Applied Reflective Practice (Option)
- An Interdisciplinary Approach in Football (Option)



Visit **GIS.sport** for the latest course information

KEY INFO

Duration

One year (full-time) or two years (part-time)

Study mode

Full-time or part-time

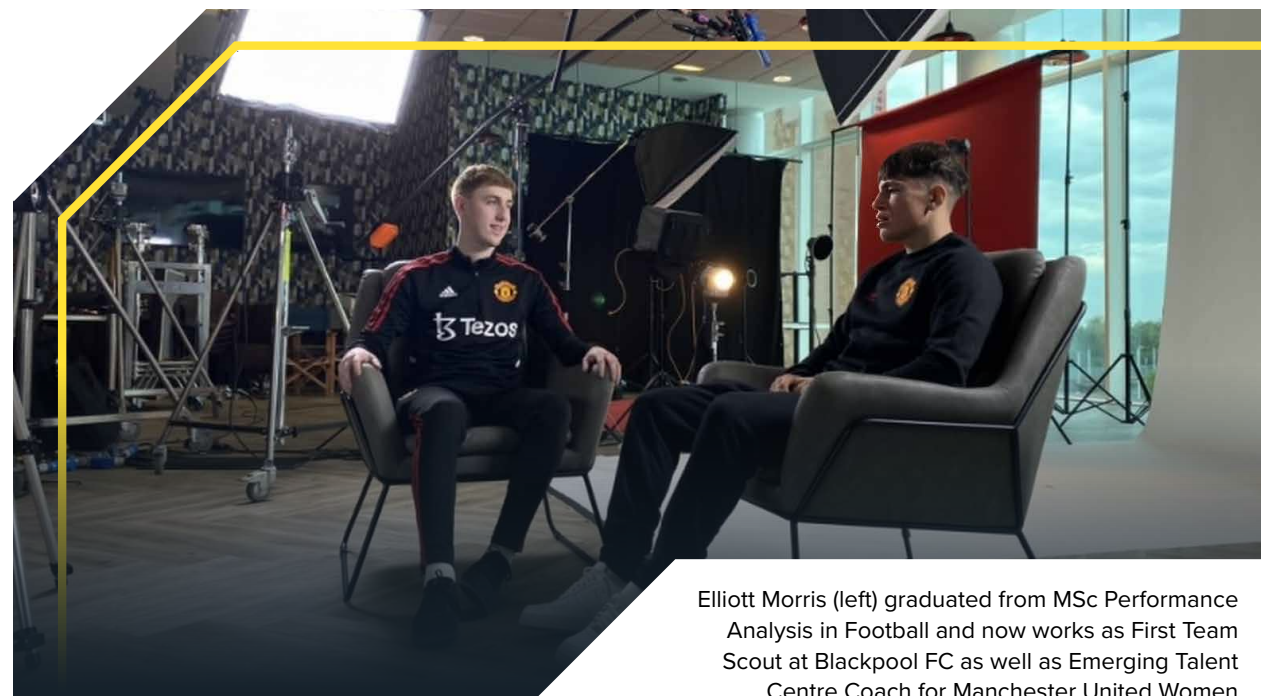
Fees

Home and international students: **£11,950**



University of
East London

Qualification validated by the
University of East London



Elliott Morris (left) graduated from MSc Performance Analysis in Football and now works as First Team Scout at Blackpool FC as well as Emerging Talent Centre Coach for Manchester United Women

FUTURE CAREER PROSPECTS

- Career opportunities include Performance Analyst, Recruitment Analyst, Football Scout, Talent Identification, Opposition Analyst and Data Analyst
- Possible opportunities within teaching and learning environments



This course covers the key elements required for aspiring performance analysts in an increasingly important field, as well as the knowledge and practical experience required in the professional game.

Connor McGillick
Course Leader



MSC FOOTBALL COMMUNICATIONS & DIGITAL MARKETING

The evolution of the global football industry and the way fans consume media has meant the role of communications and marketing professionals has had to adapt and develop. It is now essential to understand digital viewing trends, social media audiences and how to plan engaging and effective digital media coverage for an ever demanding fan base.

The MSc Football Communications & Digital Marketing degree course is designed for graduates and industry practitioners with a career focus in football and sport.

The course leverages contemporary themes from marketing, such as digital marketing, public relations, fan engagement and multimedia journalism, to enable students to evaluate the relationships between these areas. Those with a particular interest and experience relating to the marketing and communications industry are particularly suitable for this course.

MODULES

Our MSc Football Communications & Digital Marketing modules have been developed in order to give you the best preparation for a leadership career in football:

- Football Fan Engagement
- Digital Marketing for Football
- Multimedia Football Journalism
- Global Sports Leadership
- Applied Professional Project
- Global Sports Consulting and Analysis (Option)
- Customer Relationship Management and Analytics in Sport (Option)



Visit **GIS.sport** for the latest course information

KEY INFO

Duration

One year (full-time) or two years (part-time)

Study mode

Full-time or part-time (Online)

Fees

Home and international students: **£11,950**



Qualification validated by the
University of East London



GIS graduate Rohan Shukla is now Partnerships Manager at Portsmouth FC

FUTURE CAREER PROSPECTS

- Management within the core media and marketing departments of football and sports clubs
- 98% of our 2021 Master's graduates were working in the football and sports industry within six months of graduating
- Our graduates hold leading marketing and communications positions at Arsenal, Chelsea, West Ham, Tottenham, Crystal Palace, Fulham, Watford, Burnley and Nike



Our in depth modules give students the tools they need to master the communications and marketing aspects of the football industry.

Shana Doyle
Course Leader



MSC INTERNATIONAL SPORT MANAGEMENT


This degree is designed to prepare graduates to take on leadership roles in the global sports business. From Asia to Europe and to America, sport is a global phenomenon with a wealth of career opportunities.

GIS' distinctive MSc International Sport Management degree provides an unparalleled educational and experiential opportunity for aspiring sports leaders. This pioneering course has been developed as a transformational journey suited for graduates of all disciplines, as well as for current professionals working within various sectors of the sports industry, for example in management, marketing or operations.

MODULES

The MSc International Sport Management modules provide you with a unique opportunity to develop a senior leadership career in the global sports industry:

- Global Sustainable Sports Operations
- Managing Global Strategy
- Global Sports Marketing and Digital Communications
- Global Sports Leadership
- Applied Professional Project
- Contemporary Issues in Sport (Option)
- Entrepreneurship in Sport (Option)

 Visit **GIS.sport** for the latest course information

KEY INFO

Duration

One year (full-time) or two years (part-time)

Study mode

Full-time or part-time (Online)

Fees

Home and international students: **£11,950**



Qualification validated by the
University of East London



GIS graduate Sarah Levy now works at the Premier League as Academy Player Care Manager

FUTURE CAREER PROSPECTS

- Management within the core media and marketing departments of football and sports clubs
- Key leadership roles in business development, marketing, finance, operations and media
- International aspect provides students with the skills and experience to progress in a multi-billion pound global industry



This course is for students from any background; politics, history, sport. And it prepares them for a wide range of leadership roles in the sports industry.

Diego Borrás
Course Leader



MSC SPORTS MARKETING & MEDIA

Due to the increasing commerciality of the sports industry, the role of marketing and media teams within sports organisations has never been more important to enable multi-million pound businesses to communicate their messages clearly and effectively.

This degree is designed for graduates and industry practitioners with an interest in sport, and those with a particular interest in, or experience of communications and marketing. The course covers key themes such as sports marketing, sports media management, sports media content creation, global sports leadership and options including customer relationship management, sports sponsorship, and brand management and contemporary issues in sport.

MODULES

Our MSc Sports Marketing & Media modules have been designed to give you the best preparation for a career in the elite and exiting role of sports media and marketing:

- Global Sports Leadership
- Applied Professional Project
- Global Sports Marketing and Digital Communications
- Sports Media Management
- Sports Media Content Creation
- Customer Relationship Management and Analytics in Sport (Option)
- Branding and Sports Sponsorship (Option)
- Contemporary Issues in Sport (Option)



Visit [GIS.sport](https://www.gis.sport) for the latest course information

KEY INFO

Duration

One year (full-time) or two years (part-time)

Study mode

Full-time or part-time (Online)

Fees

Home and international students: **£11,950**



Qualification validated by the
University of East London



GIS alumna, Hayley Carson, is Fan Engagement and Supporter Liaison Officer at Brentford FC

FUTURE CAREER PROSPECTS

- The specificity of sport requires individuals to have uniquely honed business skills and an in-depth knowledge of the football industry
- The course has been developed for those with aspirations towards senior positions within the core media and marketing departments of football and sports clubs and similar organisations



This programme is ideal for students wishing to forge a career in content, communications, social media, digital and marketing functions within sport.

Richard Clarke
Course Leader



MA SPORTS AGENCY

The MA Sports Agency degree is designed for those who wish to build the knowledge and skills needed for a successful career in the football industry as intermediaries and sports agents.

With a focus on regulations, ethics, integrity, business practices, and legal frameworks in the sports agent profession, students will analyse critical issues in the industry throughout the programme. Students will benefit from the support of our Global Careers Manager and Careers Service, who will help you create a career plan and tap into our extensive agent network for career opportunities, placements, and professional project identification.

MODULES

- Athlete and Agency Management
- Mentoring and coaching skills for agents
- Legal Principles for Sports Agents
- Global Sports Leadership
- Applied Research Project
- Contemporary Issues in Sport (Option)
- FIFA Football Agency Regulations (Option)



Visit **GIS.sport** for the latest course information

KEY INFO

Duration

One year (full-time) or two years (part-time)

Study mode

Full-time or part-time (Online)

Fees

Home and international students: **£16,950**



Qualification validated by the
University of East London



Aman Jain, GIS graduate and Sports Agent at IOS Sports and Entertainment

FUTURE CAREER PROSPECTS

- Suitable for aspiring sports agents, marketing specialists or legal consultants.
- This degree equips graduates with the knowledge and skills for a thriving career as sports intermediaries.



Utilising our specialist sports academics and vast industry network, this course will equip students for the key areas of athlete and sports organisation representation.

Dr Alexander Chrysanthou
Course Leader





POSTGRADUATE DIPLOMA IN INTERNATIONAL FOOTBALL BUSINESS

Taught from classrooms inside the stunning Lotto Park stadium - home of 34-time Belgian champions RSC Anderlecht - this Postgraduate Diploma is designed for those who wish to develop an appreciation of key areas shaping the current landscape of the football industry.

The diploma provides opportunities to engage in different aspects of football business including areas such as football fan engagement, leadership and management, football finance and football operations. From TV deals to player transfers, football is now a global, multi-billion-dollar industry that is in need of more industry-specific qualified individuals.

MODULES

- Football Fan Engagement
- Football Finance
- Football Operations Management
- Leading Football Clubs and Organisations



Visit **GIS.sport** for the latest course information

KEY INFO

Duration

One year (full-time) or two years (part-time)
in Brussels

Study mode

Full-time or part-time

Fees

Home and international students: **€16,000**



Validated by Vrije
Universiteit Brussel (VUB)



This course is delivered at Lotto Park stadium
in Brussels, home of RSC Anderlecht

FUTURE CAREER PROSPECTS

- Graduates can pursue roles in club management, overseeing operations, strategic planning, and marketing for professional football clubs.
- Graduates can progress their careers in football federations and governing bodies, such as FIFA and UEFA, with roles in administration, governance, and the implementation of football policies and programs.



This course provides comprehensive knowledge of the global football business industry, with a curriculum that addresses the unique logistical challenges faced by football-related organisations and encourages evaluation of these operational issues.

Shana Doyle
Course Leader



CERTIFICATE OF HIGHER EDUCATION IN FOOTBALL COACHING

The Certificate of Higher Education in Football Coaching is designed for those who wish to further their knowledge and understanding of working in football coaching settings. The course provides the opportunity to engage in a range of underpinning areas including an introduction to football coaching and talent development, coaching and skill acquisition, as well as injury prevention in football.

Integrating theory with practice alongside, students will draw upon previous skills and knowledge to critically evaluate the core competencies needed, which can be directly applied to current or aspiring roles to become a more effective coach.

Students who choose to 'top up' to either a BA (Hons) Football Coaching or BA (Hons) Sports Management will complete a further two years of full-time study.

MODULES

- Introduction to Football Coaching
- Introduction to Talent Development
- Football in the Community
- Coaching and Skill Acquisition
- Injury Prevention in Football
- Industry Competencies



Visit [GIS.sport](https://www.gis.sport) for the latest course information

KEY INFO

Duration

One year (full-time)

Study mode

Full-time (Online)

Fees

Home and international students: **£9,250**



Qualification validated by the
University of East London



Dene Field (far right) is a GIS graduate and Girls ETC Goalkeeper Coach at Watford FC

FUTURE CAREER PROSPECTS

- This qualification is suitable for those currently working within or aspiring to undertake football coaching roles.
- This course provides comprehensive knowledge and practical skills and provides a great foundation to progress onto further study options.



This course provides an introduction to higher education and a fantastic foundation for further study as well as careers within football coaching. The course content incorporates areas from coaching and skill acquisition through to talent development.

James Orvis
Course Leader





PROFESSIONAL EDUCATION

GIS has a range of professional qualifications tailored for those within the global sports industry to push forward their careers, learn and apply new skills and continue their professional development within this exciting sector.

The courses are available to study online or at one of our iconic stadium venues, and are designed by GIS and leading sports partners to ensure delegates are equipped with career-focused skills to excel in a variety of roles. As part of a commitment to lifelong learning provision, all GIS students and alumni are eligible for these qualifications and receive significant discounts on fees in order to continue to develop their sports leadership qualities.



Visit [GIS.sport](https://www.gis.sport) to see our latest list of available courses and further information



Part of coaching is having
**a thirst for knowledge
and improving.** You need
to always be **looking for
new ways of working and
new methods of getting
the players to understand
your messages.**

Gareth Southgate OBE

Former England Men's Manager
Guest speaker



YOUR NEXT STEPS

At the Global Institute of Sport, we are here to support you on your next steps into the world's most exciting industry. As a leading destination for undergraduate, postgraduate and professional courses in sport around the world, our team can assist you on every step of your journey.

We are proud to include world-famous Stadia and surrounding venues among our state-of-the-art campus facilities across the globe, including London's Wembley Stadium, Miami's Chase Stadium, Brussels' Lotto Park and Melbourne Cricket Ground, GIS students benefit from a unique and immersive experience as they progress along their path in the global sports industry.

On-campus master's degrees in Wembley and Manchester are also available via GIS' partners UCFB.

FEES & FINANCE

For information on fees for our undergraduate, postgraduate and professional courses, please visit [GIS.sport](https://www.gis.sport)

Fee Status

Your fee status determines whether you pay home or international tuition fees. You must meet certain requirements to be eligible for home fee status. If you don't meet the home fee status criteria, you'll pay international fees.

Further details can be obtained by contacting the Fees Team fees@GIS.sport

Postgraduate and Undergraduate Student Loans

Many UK postgraduate and undergraduate students are entitled to a combination of grants and loans to cover living costs. Again the funding available may vary from region to region.

There are a number of funding schemes available, dependant on personal circumstances. These will be discussed on an individual, one to one basis with the students and their families at a GIS Applicant Day. GIS offers tailored financial advice and guidance to each applicant to ensure that they receive the very best and most targeted advice and support.

Self-Funding Your Degree

Employers sponsorship

If you are in work, your employer may sponsor you to do a university degree. Under this arrangement, your employer agrees to pay, or contribute towards your tuition fees for a course that's directly relevant and beneficial to them. Please do inform us prior to the enrolment if you will be paying the fees through this route and we can guide you further.

Lendwise Postgraduate and Professional

Lendwise is a specialist loan provider dedicated to education finance for UK/EU/International residents who are looking to fund their Master's studies and executive education at leading UK educational institutions.

Lendwise loans are open to students on any GIS postgraduate or professional qualification. These can be used to cover tuition fees and/or living costs.

Please contact **Lendwise** directly to apply and to check eligibility criteria.

There are several other ways of paying your tuition fees, including credit/debit cards, PayPal or by wired transfer.

For more information on Master's loans or information on self-funding your degree, visit [GIS.sport](https://www.gis.sport) or email fees@GIS.sport

OPEN EVENTS & ONLINE EVENTS

GIS Open Events and Online Events provide an incredible opportunity for you to gain insight into the Global Institute of Sport. From our GIS Open Evenings where you can explore our iconic campus locations and teaching facilities, meet experienced faculty members, and discover the diverse range of degrees and courses that we offer, to GIS Online Events and Webinars providing you with unrivalled access and insights from around the world. Our events provide the perfect opportunity for you to Master the Industry with the Global Institute of Sport.



Book your place at [GIS.sport/events](https://www.gis.sport/events)

HOW TO APPLY

1
VISIT THE
WEBSITE

2
CLICK TO
APPLY

3
REGISTER AN
ACCOUNT

4
COMPLETE
YOUR
APPLICATION

PRIORITY APPLICATION

We encourage students to apply for their degrees by the Priority Application Deadline to ensure your application and enrolment is processed in plenty of time before the start of semester. Please check the website for application deadlines for your course [GIS.sport/apply](https://www.gis.sport/apply)



Access this QR code for our application form

[GIS.sport](https://www.gis.sport)
 study@GIS.sport

@GIS_Sport
 Global Institute of Sport
 @GIS_Sport
 Global Institute of Sport
 Global Institute of Sport
 @globalinstituteofsport

GIS SCHOLARSHIPS

The Global Institute of Sport is proud to offer an extensive suite of scholarships to support outstanding students as they embark on their postgraduate study. From scholarships to aid our elite athletes, to attracting aspiring sports leaders, and scholarships which support inclusivity and diversity within the sporting industry, our scholarships are there to support students who want to make a meaningful difference to the future of the sporting world.

Benefits include:

- Generous financial awards
- Mentorships with industry leaders
- Placements and internships with industry partners
- GIS Professional Education Courses
- GIS Global Sports Summits

 Visit [GIS.sport/scholarships](https://gis.sport/scholarships) for more information.

HOW TO APPLY

When applying for a scholarship, you must be a current GIS applicant, holding a firmly accepted offer on a course at GIS.

For more information, please contact the Future Students Team at study@GIS.sport

- 1** Apply online to a GIS course via our Application Portal.
- 2** Once you are holding an offer on one of our courses and have accepted it, visit the scholarships page of the GIS website and complete the scholarships application form.
- 3** Deadline for scholarship applications for courses starting in January 2024 is 2nd December. Deadline for scholarship applications for courses starting in September 2025 is 30th June.
- 4** Applications will be assessed against eligibility criteria by a panel of university staff and external staff (where relevant).



Loki Kapoor-Parsons

Community First Scholar

Mentor: Jason Roberts MBE, Chief Football Development Officer CONCACAF
MSc Football Coaching & Analysis Student

Lorn Mayers

Elite Athlete Scholar

Mentor: Jon Dutton, CEO British Cycling
MSc International Sport Management Student



Louise Broadfoot

Women in Sport Australia

Mentor: Iain Roy, CEO SIGPA
MSc International Sport Management Student

Millie Chanderana

South Asians in Football Leadership Scholar

Mentor: Dev Trehan, Sky Sports Journalist
MSc Football Business Student



MENTOR PROFILES



Megan O'Reilly

Chief Operating Officer, Melbourne & Olympic Parks

Jason Roberts MBE

Chief Football Development Officer, CONCACAF



Kelly Simmons OBE

Women in Football Board Advisor

Jon Dutton OBE

CEO, British Cycling



“

Every day you come into work is an opportunity for you to grow, learn and develop yourself.

Steven Gerrard

Al-Ettifaq FC Manager and
former Liverpool FC footballer

”



POSTGRADUATE

MSc Football Business

MSc Football Coaching & Analysis

MSc Football Communications & Digital Marketing

MSc International Sport Management

MSc Performance Analysis in Football

MSc Sports Marketing & Media

MA Sports Agency

Postgraduate Diploma International Football Business

Postgraduate Certificate Football Coaching & Analysis

UNDERGRADUATE

Cert HE Football Coaching



LONDON



MIAMI



NEW YORK METRO



TORONTO



MELBOURNE



BRUSSELS



DUBAI