



Ollscoil  
Teicneolaíochta  
an Atlantaigh

Atlantic  
Technological  
University



Suite of Level 9 Certificates for Sports Professionals

## Digital Innovation for Sport



Our suite of five Level 9 Certificates is designed to meet the professional development needs of the sports industry, offering short, part-time, online postgraduate courses which can be stacked towards a Masters qualification. These courses are aimed at sports professionals seeking the knowledge and skills to leverage the latest technology to gain better insights, deliver new revenue streams, create more efficient workflows and improve stakeholder experiences. The five certificates cover the breadth of sports innovation and learners can specialise in Sports Data and Analytics; Digital Transformation; Digital Marketing and Emerging Technology; Learning Design for Sports Performance Feedback and Programming for Sports Innovation.

Digital innovation has had a profound influence on sports business, participation and performance, and supported the exponential growth of the active living industry. The increasing digitisation and volumes of data being generated in the sport landscape has led to a significant growth in career opportunities across the SportsTech industry both nationally and globally. Sports professionals with digital mindset and capabilities are also required in Ireland's sporting organisations to manage membership, competitions, performance, facilities, ticketing, broadcast, marketing and many more functions.

### Stackable

Level 9 Awards

### Choose From

5 Options

### Credits

15

### Duration

1 Semester

### Delivery Method

Online & Flexible

# Choose from our 5 Short Course Options

## Certificate in Sports Data and Analytics

This course is aimed at sports professionals seeking to improve their data handling and analysis skills and gain the know-how to harness data and AI effectively, ethically and from a human-centred perspective. It will equip students with the knowledge and skills to generate, structure, analyse and visualise data using business intelligence tools and surface level programming. Students will learn to deploy predictive analytics and AI techniques and evaluate their application in a sporting context.

**Modules:** Data Analysis for Sport Intelligence, and Analytics & AI for Sport

## Certificate in Digital Transformation in Sport

The course is aimed at sports professionals and leaders managing the digital evolution of their organisations and at the SportsTech innovators designing solutions to meet their needs. Students will learn the principles of digital transformation (DT) and the benefits and challenges of implementing DT in a sporting context which is often siloed and disconnected. The focus will be on how leaders and organisations can develop effective digital strategies which impact culture and encourage a 'digital mindset'.

**Modules:** Digital Transformation in Sport, and Leading Digital Transformation in Sport

## Certificate in Digital Marketing and Emerging Technology in Sport

This course is designed for professionals working in or seeking a career in sports marketing, sports administration or product development in the sports technology and Esports industry. It provides a deep dive into the trends and innovations in the SportsTech world with particular emphasis on using digital tools for sports marketing and engagement, and the impact of emerging technologies in sporting contexts such as Esports, smart stadia, ticketing, performance measurement and participation monitoring.

**Modules:** Digital Marketing and Engagement for Sports, and Emerging Technologies for Sport

## Certificate in Learning Design for Sports Performance Feedback

This course is for experienced sports coaches and sports analysts who want to take their practice to the next level. Students will explore and apply the principles of professional practice and learning design for video feedback in performance sport, and the digital tools which support the planning, delivery and evaluation of performance feedback. The course is an opportunity for professional and peer reflection on the performance impact and return on investment delivered by performance analysis processes.

**Modules:** Learning Design for Sports Performance Analysis, and Professional Practice for Sports Performance

## Certificate in Programming for Sports Innovation

This course is aimed at graduates and professionals with a background in programming seeking to specialise in the sports industry. Students will focus on the data architectures and programming skills needed to maximise the potential of the available data within a sporting organisation. This includes player data, fan engagement patterns and IoT devices that can provide real time, evolving data streams which can be harnessed to form a cohesive data strategy as an integral part of digital transformation.

**Modules:** Data Architecture and Programming for Complex Sports Systems, and Applications Programming for Sport Innovation

I want to know more,  
who can I talk to?

### Contacts:

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For more details on these courses and information on how to apply, scan the QR Code, or visit: [atu.ie/masters/digisport](https://atu.ie/masters/digisport)