



Introducing your Programme Leader DR MICHAEL ANAGNOSTOU



Career history and interests

Dr Michael Anagnostou is a highly experienced international football industry expert with a strong interest in sports marketing research. His professional career over the past 23 years comprises important positions in sports industry, including:

- FIFA (FIFA World Cups General Coordinator),
- UEFA (Match Delegate in UEFA Champions League, Europa League, Euro Qualifying matches and UEFA Youth Leagues),
- Athens 2004 Olympic Games Organising Committee (Football Competition Manager),
- Super League-Greece (CEO, Director of Competitions and Chair of various committees),
- European Leagues (General Assembly member and member of committees and task-forces),
- Nottingham Forest F.C. (Head of Football Operations),
- ARIS Thessaloniki F.C. (Football Director, Marketing Director)
- Sports Business conferences (founder and coordinator)
- Football academy tournaments (founder and coordinator)
- Beach Soccer competitions (founder and coordinator)

Dr Michael Anagnostou has worked in countries such as Korea, Nigeria, Mexico, Turkey, Greece, Spain, Germany, Italy, Switzerland, Portugal, Belgium, Sweden, Andorra, Georgia, Luxemburg, Czech Republic, Albania, Bosnia & Herzegovina, and many more.

Dr Michael Anagnostou holds a PhD in Sports Science (focus in Brand Management); MSc in Sports and Recreation Management (Dissertation Thesis in football clubs' merchandising); and a Bachelors' Degree in Sports Science and Physical Education. He speaks English, Greek and Spanish.

In 2012, he was awarded "Sport Manager of the Year" from the Greek Academic Association of Sport Management for his contribution and commitment to the Sports Industry.

As a football player he has played for National Football Team of Greece (U16), Panthrakikos F.C. men's team and he has been awarded National Champion of Greece with the Regional U18 of Macedonia-Thessaloniki and ARIS Thessaloniki F.C. U23 for which he played in all youth teams (U9 - U23).

Throughout his professional career he has been teaching and delivering lectures for Sports and Business Universities in Greece and UK. He has demonstrated academic activity through presentations in various academic sports management and conferences.

His experience with global organisations and events has provided him with a thorough and applied knowledge of the contemporary challenges in football governance, marketing, management, event management and leadership in the Global Football Industry. As a result, he has built up a broad network of top sport organisations: Confederations, Federations, Professional Leagues, Associations and Agencies across Europe and globally.

What to expect in your first few weeks

An introduction to the constantly evolving global industry of football, its governance, popularity and revenues – that distinguishes football from other industries.

You will also gain an understanding of the multi-faceted world of modern sports business and finance and its relationship with sports – examining this relationship at both a practical and academic level.

Course expectations

Your studies will provide you with an understanding of the broader global football industry and its history as well as contemporary challenges to provide a solid foundation for your degree. You will explore marketing in the football industry with an international perspective as well as an appraisal of the different types of league structures and franchises such as in the USA.

There are over 200 member associations around world who each govern and manage football in their respective countries. Therefore, you will examine the international licencing schemes and regulations of organisations such as FIFA, UEFA, AFC, CONCACAF, CAF, CONMEBOL, OFC, ECA and European Leagues along with the implications of cultural differences linked to commercial and sponsorship opportunities.

There is an international football activity and global expansion in the market, organisations that need experts in International Relations, International Business, International Marketing and Governance such as the following:

- Leagues and Clubs that expand abroad.
- Current and new International Competitions and Events like Olympic Games and world cups (QATAR 2022, USA/Canada/Mexico 2026, England-Ireland may bid for FIFA World Cup, other).
- Continental national teams and club competitions (EURO, ASIAN CUP, COPA AMERICA, UEFA Champions League, etc.).
- Governance and project management roles in Confederations, Associations and Leagues (FIFA, UEFA, CONCACAF, FAs, Leagues, etc.)
- International Agencies, companies and various providers of international football business (broadcasting rights, players' representation and transfers, technology, equipment, travelling, international tournaments and camps)

We expect from you the following:

- Be on time for lectures and seminars.
- Complete the designated work between sessions.
- Become familiar with the Study Hub – research and read!

What you can be doing to prepare

All prospective students should immerse themselves in as much quality international sports and business literature and media content as possible using traditional, broadcast and online media platforms. They should maintain an up-to-date knowledge of domestic and international developments within football and other sports industries as this will be extremely useful to have upon starting the programme.

Follow as much media and business content as possible and review all the international sporting events taking place over the summer

Reading list

Texts:

Chadwick, S., Parnell, D., Widdop, P., & Anagnostopoulos, C. (Eds.). (2019). Routledge Handbook of football business and management. Routledge.

Britton, C, & Worthington, I. (2013) The Business Environment, (6th edition), Pearson.

Hamil, S & Chadwick, S (eds.) (2009) Managing Football: An International perspective, (1st edition), Butterworth-Heinemann.

Trenberth, L. & Hassan, D. (2011) Managing Sport Business: An Introduction, Routledge.

Journals including e-Journals:

- Sports Management Review
- European Journal of Marketing
- European Sports Management Quarterly
- International Journal of Sports Marketing and Sponsorship

Databases:

- Ebscohost
- Sportdiscuss
- Taylor & Francis online

Websites:

- FC Business www.fcbusiness.co.uk
- Offthepitch <https://offthepitch.com/>
- Football Economy www.footballeconomy.com
- Sport Business Group www.sportbusiness.com