

Company Name:	Liga Portugal https://www.ligaportugal.pt/en/homepage/
Address:	Lisbon & Porto
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Overview of the projects and proposed titles: To be defined with students depending on the chosen projects	
Context/background to this project: Projects of interest for Liga Portugal are related to: <ul style="list-style-type: none"> - New ways of consuming football: digital trends and interactivity - Stadium experience vs. digital experience: complementarity or competition? - Gamification and Fan Engagement - Streaming platforms and football consumption - Alcohol consumption in football stadiums: economic and regulatory challenges; fan behaviours before during and after the games. - Naming rights of the League and brand value - <i>Other projects suggested by the students are welcome.</i> 	
Desired outcomes: Report and presentation	
Specified tasks during the project e.g. qualitative data collection (interviews, focus group interviews, observations, visual methods (i.e. photographic methods) etc.), quantitative data collection (survey research, content analysis etc.); data analysis (primary and/or secondary analysis); presentations: It depends on the chosen project.	
Desired students' skills e.g. survey design, creating interview schedules, Excel, SPSS, experience of project design, specific language requirements (these will be used as part of the matching process): It depends on the chosen project.	
<u>Student support</u> Preferred method of contact for Project Lead: 1. Email; 2. LinkedIn message; 3. text message. Periods Project Lead is unavailable from February – May: --- Secondary contact for Project: ----	
Any other information which you think would be relevant to students completing the project. E.g. Access to data. ---	