

Module Title:	Sponsorship in Sport
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	6 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas between lecturer and student; Problem Solving – Students will participate in group activities to apply knowledge and theory to experiences of the media; Class Discussion – Students will be actively encouraged to participate in debates and discussions; E- Learning –Blackboard will be used; Practicals- The use of case study and article discussion & presentation will play a primary role
Module Aim:	Upon completion of this module, students should understand the fundamentals of sponsorship in sport and how to succeed in winning with and working with a sponsor for their sporting organisation.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critically assess the developing role of sponsorship in the marketing communications mix on a national and international level
LO2	Display an understanding of the evolution of sponsorship and the nature of working in the sponsorship industry
LO3	Discuss and evaluate various types of sponsorship
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to Sponsorship and Overview of Industry

Definitions of Sponsorship; Evolution of Sponsorship; Sponsors; Rights owners; Agencies/consultancies; Audiences; Other media players. A particular emphasis will be placed on looking at 'Onside', an organisation in Ireland that focuses on Sponsorship in Sport.

Key Developments in Sponsorship

Globalisation of sponsorship; Growth of sports sponsorship; Ethical & social responsibility issues

The Sponsorship Programme

Review of existing activity; Developing a sponsorship policy & strategy; Measurable objectives; Audience segmentation; Brand essence; Identifying sponsorship opportunities; The effective sponsorship proposal; Negotiation; Sponsorship activation/execution; Maximising return on investment; Measures of sponsorship effectiveness

Maximising Value of Sponsorship

Activation; Use of other media and promotional tools; Direct marketing, sales promotions, PR, on-line; Hospitality; Merchandising

Protecting Sponsorship Investment

Ambush marketing; Contracts

Assessment Breakdown

	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Sponsorship Proposal and Elevator Pitch	2,3	30.00	n/a
Case Studies	Presentation of a sponsorship case study	1,3	20.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	2 hour written exam	1,2,3	50.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	5	Mandatory
CW_BBSOC_D	Bachelor of Arts in Sport Coaching and Business Management (Football)	5	Mandatory
CW_BBGAA_D	Bachelor of Arts in Sport Coaching and Business Management (GAA)	5	Mandatory
CW_BBRUG_D	Bachelor of Arts in Sport Coaching and Business Management (Rugby)	5	Mandatory
CW_BBSBC_D	Bachelor of Arts in Sport, Business and Coaching	5	Mandatory
CW_BBSBC_B	Bachelor or Arts (Honours) in Sport, Business and Coaching	5	Mandatory