

<b>Module Title:</b>	Sponsorship in Sport
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">6 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	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
<b>Module Aim:</b>	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.
<b>Learning Outcomes</b>	
<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
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <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**

<b>Workload: Full Time</b>		
<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	<a href="#"><u>Bachelor of Arts (Honours) in Sport Management and Coaching</u></a>	5	Mandatory
CW_BBSOC_D	<a href="#"><u>Bachelor of Arts in Sport Coaching and Business Management (Football)</u></a>	5	Mandatory
CW_BBGAA_D	<a href="#"><u>Bachelor of Arts in Sport Coaching and Business Management (GAA)</u></a>	5	Mandatory
CW_BBRUG_D	<a href="#"><u>Bachelor of Arts in Sport Coaching and Business Management (Rugby)</u></a>	5	Mandatory
CW_BBSBC_D	<a href="#"><u>Bachelor of Arts in Sport, Business and Coaching</u></a>	5	Mandatory
CW_BBSBC_B	<a href="#"><u>Bachelor or Arts (Honours) in Sport, Business and Coaching</u></a>	5	Mandatory