MGMT H3340: Sponsorship and Media Management in Sport

Module Title:	Sponsorship and Media Management in Sport
Language of Instruction:	English

Credits:	10

NFQ Level:	7

Module Delivered In	No Programmes

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. Students should also have developed an understanding of the media landscape in Ireland and how to liaise with local and national media on behalf of their sporting club or organisation.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Discuss and evaluate various types of sponsorship
LO2	Understand the evolution of sponsorship and the nature of the sponsorship industry
LO3	Develop an understanding of the key media involved in the sports industry and describe the media in relation to types, styles, power and influence
LO4	Complete media interviews
LO5	Understand how to write, cite and reference in an academic fashion

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Introduction What are the media?; Why study the media?; The changing world of the media in sport; The functions of the media in sport; Completing media interviews in sport
The Media Industry Media Ownership; Media Professionals; Media Regulation
Introduction to Sponsorship and Overview of Industry Definitions of Sponsorship; Evolution of Sponsorship; Sponsors; Rights owners; Agencies/consultancies; Audiences; Other media players
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
Crisis in sport How to prepare for a crisis in sport; Preparing a crisis plan for a sporting organisation; Case Studies
Practical Work Media Training

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*
Case Studies	Group assessment. In order to start understand sponorship theory is relevant to practice, students complete a group presentation of a sports sponsorship case study presentation. A summary of the chosen case study will be presented in class.	1,2	20.00	n/a
Written Report	In order to become proficient in academic writing, students are required to attend a two hour literature review workshop (worth 20% of overall mark) and subsequently write a literature review based on a sports topic of their choice.	5	20.00	n/a
Oral Examination/Interview	Media Interview. Students complete a media interview based on a sports topic of their choice.	3,4	10.00	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	1,2,3,4,5	50.00	End-of-Semester

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

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	30 Weeks per Stage	2.00
Independent Learning	30 Weeks per Stage	3.67
	Total Hours	170.00

Discussion Note:	Code - 6601