Sponsoring

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Duration</th>
<th>ECTS/Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dipl. Wirtsch.-Ing Frank Harmeling</td>
<td>2 SWS (= 90 minutes class per week)</td>
<td>3</td>
</tr>
<tr>
<td><a href="mailto:frank.harmeling@mac.com">frank.harmeling@mac.com</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Character

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Semester</td>
<td>English</td>
</tr>
</tbody>
</table>

Prerequisites

One year business studies

Description of the Course

Companies from all industries select sponsorship when planning their communication mix. The lecture will cover the following topics: Sponsoring as a part of the marketing- and communication mix; The students will be also introduced different sponsoring strategies and concepts, the financial and legal aspects of a sponsorship. Group work in sponsoring cases.

Course Components

- **Readings.** Some readings (cases or articles) about international Sponsoring topics of different industries will be assigned to the students to read them at home to be later discussed in class.

- **Attendance and participation:** Attendance and participation in class are strongly recommended. It is important to apply every day the knowledge acquired during the past classes and comment the readings in group to be able to understand in a better way the course.

- **Exam:** The exam will be held during the examination period at the end of the semester. The date will be determined by the examination board. The time allowed is 90 minutes. The exam will be based on the materials given by the professor and discussed in class. It may include multiple choice questions and true or false statements, short case studies, etc. The exam contributes 100% of the final grade of the course.

  In order to receive a passing grade for the course, students must obtain at least 50% of the total points possible.

Preparation For and Participation in Class

Although a continuous participation from the students along the course is expected; it is important that when readings are assigned, students read them to be able to take part in the class discussion.

Course Outline

- Part 1: Introduction to Sponsoring
Terms and Definitions
Sponsoring as Part of the Communication Mix
Opportunities and Threats of Sponsoring
Components of a Sponsoring Concept

Part 2: Analyzing of International Sponsoring Concepts
Sport Sponsoring
Cultural Sponsoring
Social Sponsoring

Part 3: Sponsoring Cases
Automotive, Bank and Service Industry
Definition of Evaluation Criteria
Analyzing and Evaluation of Cases
Presentation and Discussion

References
The seminar is based in particular upon the following references:


The seminar is also based upon the following reference:

IEG, Sport und Markt Several Survey’s of IEG and Sport und Markt

Important Note:
The above outline is tentative to give you an idea of the sequence of topics. It can be modified and is only designed to give you a rough idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated by me.