

Course: Sponsoring					
Semester	Duration	Course character	Workload	Credit Points	Examination form
Spring	one Semester/ once a year	Elective	90 h including 28 h Contact studies 62 h Self studies	3	Group Presentation and summary
Course coordinator			Prerequisites		
Frank Harmeling			Bachelor students		
Description of the course					
<p>The global sponsorship spending accounts for 56 billion U.S. dollars in 2020 and is expected to grow to almost 90 billion U.S. dollars by 2027. Sports sponsorship accounts for approximately 70 percent. The top three industries responsible for generating the largest revenue within sports sponsorship are financial services, technology and the automotive industry. This course will introduce students to theories in the area of sponsorship and their impact to the overall communication strategy of a company. Students will learn various sponsoring tool and concepts. In this class the students aim to understand how sports sponsorship differs from advertising and why it is seen as an effective communication tool. Through the exploration of various types of sponsorship, students will also be able to formulate their own creative solutions to achieve partner brand objectives. Further, students will gain a firm understanding in how sports sponsorships are sought out, formulated, evaluated, and activated to fit to the company brand values and to the communication strategy.</p>					
Competency aims					
<p>Upon completion of the course, students will:</p> <ul style="list-style-type: none"> • Understand sponsorship as part of marketing-mix, the aim, the fundamentals and terminology of sponsorship. • Understand sponsorship as promotional and communication tool. • Understand sponsorship as an economic model from sponsor and sponsee point of view. • Know the fundamentals of evaluating and developing a sponsorship strategy. • Understand the impact on cultural, educational and sport events. • Classify and differentiate between key performance indicators (KPI) for sponsorship. 					
Course components					
<ul style="list-style-type: none"> • Lecture and workshop with integrated tutorial • Reading, group work and discussion • Case Study • Feedback during distance phase 					
References					
<ul style="list-style-type: none"> • Sponsor- and Country-Related Predictors of Sponsorship Effectiveness, Christian Lucas, Springer Gabler, Wiesbaden, 2015 • Growing Brands Through Sponsorship, Philip Gross, Spinger Gabler, Wiesbaden, 2015 • Event Sponsorship and Ambush Marketing: Lessons from Beijing Olympics, Leyland Pitt, Michael Parent, Pierre R. Berthon, Peter G. Steyn, 2010 • Marketing Management, Philip Kotler, Kevin Lane Keller, Pearson Education, Global Edition 15, Harlow Essex, 2018 					
Lecturer		Course language		Usability in ongoing studies / other studies	
Frank Harmeling		English			