



Undergraduate programmes

Syllabus

Sponsorship Management

Module Code: SM001
Credits: 20
IMM GSM Year Level: 2/3
NQF Level: 7
Nature: Elective
Status: Undergraduate

Module Specific Outcome/s

Describe the theoretical aspects about sponsorship marketing.
 Draft a strategic sponsorship marketing plan.

Description of Units

Unit	Description	Learning Outcomes
1	Overview of sponsorship	Understand the difference between sponsorship and donations. Briefly describe the history of sponsorships. Identify the main objectives of sponsorship. Differentiate between different types of sponsorship. Identify the elements of the framework of the systematic approach to sponsorships. Analyse the main reasons why companies provide sponsorships. Draw up selection criteria to judge sponsorships.
2	Basics of sponsorship marketing	Identify unique characteristics of sponsorship marketing. Describe the importance of sponsorship marketing. Explain the relationship between sponsorship marketing and marketing in general. Describe the overall process of attracting sponsorships. Explain the overall implementation process of sponsorships .
3	Sponsorship research	Explain segmentation, target markets and positioning of sponsorship research. Describe how marketing information systems for sponsorship marketing can be developed. Explain how sponsorship data sources can be accessed. Explain the sponsorship market research process. Design an sponsorship marketing strategy. Draft a sponsorship marketing plan.
4	The strategic sponsorship marketing planning	Understand the environment in which the sponsorship marketing functions. Understand the internal capabilities of the organisation to handle sponsorships. Integrate the market research and information systems in the sponsorship marketing process. Determining the sponsorship marketing mission and objectives.
5	The public relations element in sponsorships	Define public relations within the context of sponsorships. Differentiate between public relations, advertising, marketing, promotions and publicity. Identify the different techniques in public relations in terms of sponsorships. Identify the different functions of the public relations practitioners. Describe the importance of ethical behaviour in handling sponsorships.
6	Measuring the effectiveness of sponsorship	Understand the SPONSEFFECT model. Describe the different sponsorship properties. Identify different measuring instruments. Apply a measuring instrument. Interpret the results of a sponsorship measuring instrument. Draft a measurement report.
7	Sport sponsorship	Define the sport marketing mix. Describe the unique characteristics of sport and sport marketing. Describe the importance of marketing in sport management. Understand the sport product. Understand the positioning of the sport product. Understand sport as a service. Describe the service quality in sport sponsorships. Describe marketing research in sport organisations.