



## COURSE OUTLINE

### SCHOOL OF BUSINESS – Post Diploma Marketing Management

**COURSE NAME:** Sponsorship, Licensing and Merchandising

**COURSE CODE:** SPMK 1011

**CREDIT HOURS:** 42

**PREREQUISITES:** SPMK 4001

**COREQUISITES:** NONE

**PLAR ELIGIBLE:** YES ( X ) NO ( )

**EFFECTIVE DATE:** September 2009

**PROFESSOR:**

**OFFICE #:**

**PHONE:** 416 415 5000

**EMAIL:**

**NOTE TO STUDENTS:** Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY		
ORIGINATOR:	_____	_____
	SIGNATURE	DATE
CHAIR:	_____	_____
	SIGNATURE	DATE
DATE OF REVISION:	_____	

**EQUITY STATEMENT:** George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

**STUDENT RESPONSIBILITIES:** Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

## COURSE DESCRIPTION:

This course will continue the learning from SPMK 4001 and focus on sponsorship of sport, event, not-for-profit and talent properties both from the sponsor and property perspective. Topics include the solicitation/sales process, creating and packaging of sponsor benefits and the servicing and leveraging of sponsorships. The course will provide a solid grounding in today's changing world of sponsorship and sports marketing and will provide insight into corporate objectives, property objectives and the need to leverage and integrate rights fee investments. The use of licensing as an enhancement of sports properties and sponsorship will also be examined. Executional implementation, valuation and pricing and activation methodologies will all be thoroughly covered.

## ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience		x	x	7. locate, select, organize and document information using appropriate technology and information sources		x	x
2. respond to written, spoken or visual messages in a manner that ensures effective communication		x	x	8. show respect for the diverse opinions, values, belief systems, and contributions of others		x	
3. execute mathematical operations accurately	x	x	x	9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		x	x
4. apply a systematic approach to solve problems	x	x	x	10. manage the use of time and other resources to complete projects		x	
5. use a variety of thinking skills to anticipate and solve problems		x	x	11. take responsibility for one's own actions, decisions and consequences		x	
6. analyze, evaluate, and apply relevant information from a variety of sources		x					

## COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

### 1) Develop a targeted sponsorship proposal

- Analyze the features, advantages and benefits of a property
- Explain the components required to maximize sponsor benefits and value
- Develop creative innovative sponsorship concepts to enhance value, applying “out of the box” thinking

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- 2) **Analyze a sponsorship proposal as a buyer to verify fit with objectives and brand positioning**
  - a) Develop pricing strategies for sponsorships
  - b) Evaluate the effectiveness (ROI) of a sponsorship program.
  - c) Explain the various forms of sponsorship currency
- 3) **Explain the legal implications of the components of sponsorship and licensing contracts**
  - a) List the key factors to include in a contract
- 4) **Design a plan to activate, service and maintain sponsor partnerships**
  - a) Discuss strategies to develop and maintain a relationship with sponsors
  - b) Explain strategies for sponsors to activate their sponsorship to get full value
  - c) Create checklists for sponsorship management
  - d) Discuss methods to measure and evaluate the event sponsorship
- 5) **Analyze the role and value of licensing as a sponsorship enhancement or a means for a property to build revenue**
  - a) Identify the benefits to licensor and licensee
  - b) Explain how compensation is determined

#### **DELIVERY METHODS / LEARNING ACTIVITIES:**

In-class lectures and discussion, case studies – assessment and discussion, fieldwork such as attending sponsored events, guest speakers and project work.

#### **LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:**

*Reference: same text as used in SPMK 4001 Sport Marketing*, Norm O'Reilly, Benoit Seguin, Nelson 2009 ISBN 13:978-0-17-610458-0

*Recommended / Optional:* Other resources: On Reserve at GBC library

*Sports Marketing*, Sam Fullerton, McGraw Hill 2007

*The Sponsorship Report* – [www.sponsorship.ca](http://www.sponsorship.ca)

*The IEG Sponsorship Report* – [www.sponsorship.com](http://www.sponsorship.com)

Sport Decision publications – in general library section

#### **TESTING POLICY:**

**Exemption or deferral of a midterm exam or final exam is not permitted except for a medical or personal emergency.**

Regarding absence from the final exam:

- Professor must be notified by e-mail before the examination
- Documentation must be presented to the professor within three working days.
- Appropriate documentation, as determined by the professor, must be submitted – such as: a doctor's note, court summons or funeral documentation
- If the majority of the course work has been completed with a passing performance, and the documentation is acceptable, an "Incomplete" grade (INC) will be entered by the instructor. An INC grade will not be granted if term work was missed or failed.
- The final examination must be written within 60 days of the submission of the incomplete grade. Failure to do this will result in an F grade.

## ASSIGNMENT POLICY:

### In-class assignments:

Success in this course is based heavily on in-class participation and assignments (assignments may be given impromptu); therefore attendance and active in-class participation is essential to a student's success.

All in-class assignments must be completed in class; they cannot be made up with a take-home assignment. Failure to attend these classes will therefore result in a grade of zero for that particular assignment.

### Assigned work:

Late assignments are not accepted except in a medical or personal emergency as stated in above testing policy.

### Group work:

This course is also based on group work. In some cases your groups will be assigned and in others you can select your own groups. The professor will decide. It is the individual student's responsibility to ensure they are an active, contributing member of the group.

## EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Assignments	In class - unannounced	2-6			15
Mid term test	Multiple choice and short answer	1,2,3		7	10
Property/Sponsor evaluation	Group written report	1,2,4,5	1.2	6	20
Sales Proposal	Written Report and oral presentation - group	1,2,4,5	1,2,4,5, 7,9	12	35
Final test	Multiple choice and short answer	2-6		15	20
				<b>TOTAL:</b>	<b>100%</b>

## GRADING SYSTEM

The passing grade for this course is:   D  

**Students must pass the final test/exam to pass the course.**

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material. To view George Brown College policies please go to [www.georgebrown.ca/policies](http://www.georgebrown.ca/policies)

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**TOPICAL OUTLINE:**

<b>Week</b>	<b>Topic / Task</b>	<b>Outcome(s)</b>	<b>Content / Activities</b>	<b>Resources</b>
1	Introduction to sponsorship and the course	1	Review what you know from first semester	
2	<b>The Sponsor:</b> Why a brand becomes a sponsor <b>The sponsee:</b> Why a property needs sponsors	1	Matching sponsorship objectives and sponsorship components Targeting the right sponsors	Ch 11
3	Venue naming rights	1	Benefits for the sponsor Trends in naming rights	Handouts
4	Evaluating sponsorship opportunities/choosing the right one.	2	Evaluation procedure, why , what and when Evaluation criteria	Ch 12
5	Packaging the property to create value. Pricing strategies.	3	Factors that provide value Pricing models	Handouts
6	Developing a targeted sponsorship proposal. Creating the proposal	3	<b>Property/sponsor evaluation due</b>	Handouts
7	Licensing -The strategic role of licensing. Merchandising	6	<b>Mid Term Test (week 1-6)</b> Benefits to the licensee and licensor/ Compensation/ How to Merchandise	Handouts
8	<i>INTERSESSION WEEK</i>			
9	Legal aspects of sponsorship & licensing Risk of Ambush Marketing	4	Licensing agreements What is ambush marketing and how to prevent	Handouts Ch 13
10	Delivering sponsorship value	5	Sponsor perceptions of effectiveness	Handouts
11	Measurement and demonstrating ROI	3	Post event evaluation Metrics of event success and sponsor value	Handouts
12	Leveraging sponsorships - endorsements	5	<b>Project due</b>	
13	<b>Group Presentations</b>	1		
14	<b>Presentations cont./</b> Industry trends/issues			
15	<b>Final Test</b>		<b>Final test ( comprehensive)</b>	
<p>Please note: this schedule may change as resources and circumstances require.</p> <p>For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <a href="http://www.georgebrown.ca/Admin/Registr/PSCal.aspx">http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</a></p>				