



## UNIVERSITI TEKNOLOGI MARA

### CTM233: SPONSORSHIP MANAGEMENT

<b>Course Name (English)</b>	SPONSORSHIP MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	CTM233
<b>MQF Credit</b>	3
<b>Course Description</b>	This course is offered to students to build a comprehensive and complete understanding of obtaining sponsorship and managing in a modern organization, particularly in the creative fields of film and theater. This course will allow students understand the important aspects of sponsorship for creative field in an organization and learn the mechanisms involved in executing sponsorship strategies, and its application to the film and theater businesses. Students are also required to work in groups and conduct presentations as part of their learning process.
<b>Transferable Skills</b>	Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Tutorial, Discussion, Presentation, Workshop
<b>CLO</b>	CLO1 Comprehend the basics of sponsorship strategies and its relevance to creative industries. CLO2 Analyzed sponsorship practices and develops plans for organizations syllabus. CLO3 Identify and apply various sponsorship tools for effective outcome.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Week 1 - Course Briefing and Introduction</b> 1.1) The definition and concept of sponsorship	
<b>2. Week 2 - What is Sponsorship</b> 2.1) Sponsorship strategies 2.2) What is the value of sponsorship 2.3) Type of sponsorship	
<b>3. Week 3 - Benefit of Sponsorship</b> 3.1) Decision making in sponsorship 3.2) Why organisation choose to sponsor	
<b>4. Week 4 - Understanding Sponsorship Plan</b> 4.1) Why sponsorship plan? 4.2) Criterion in sponsorship plan.	
<b>5. Week 5 - Developing Sponsorship Plan I</b> 5.1) Sponsorship Plan Samples and Case Studies	
<b>6. Week 6 Understanding Sponsorship Plan II</b> 6.1) Formulating sponsorship strategy 6.2) Who is the target audience	
<b>7. Week 7 - Understanding Client</b> 7.1) The client's factors 7.2) How to know the right sponsor?	
<b>8. Week 8 - The Art of Negotiation</b> 8.1) Who to negotiate and get the job done. 8.2) What is BATNA	

<b>9. Week 9 - Developing Sponsorship Plan II</b> 9.1) How to make your plan attractive
<b>10. Week 10 - Developing Sponsorship Plan III</b> 10.1) Finalising Sponsorship Plan
<b>11. Week 11 - Etique and Behavior in Sponsor</b> 11.1) Understand the basic etique and behavior in sponsor and as sponsorship manager
<b>12. Week 12 - Individual Presentation I</b> 12.1) Sponsorship Plan Presentation (Individual)
<b>13. Week 13 - Diploma Showcase</b> 13.1) Sponsorship Plans & Strategies execution (Group)
<b>14. Week 14 - Individual Project Presentation II</b> 14.1) Sponsorship Plan Presentation (Individual)

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment and Presentation	30%	CLO1 , CLO2 , CLO3
	Discussion	Case Study Discussion	10%	CLO1
	Quiz	Multiple Question & Answer	20%	CLO1

Reading List	Recommended Text	• Ian McDonnell & Malcolm Moir 2012, <i>Event Sponsorship</i> , Routledge
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Grewal, Dhruv &amp; Michael Levy 2012, <i>Marketing</i>, McGraw-Hill/Irwin</li> <li>• Orville C. walker, Jr, John W. Mullins 2010, <i>Marketing Strategy: A Decision Focused Approa</i>, McGraw-Hill/Irwin</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	