



## UNIVERSITI TEKNOLOGI MARA

### FFM232: SPONSORSHIP MANAGEMENT

<b>Course Name (English)</b>	SPONSORSHIP MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	FFM232
<b>MQF Credit</b>	3
<b>Course Description</b>	This course provides students with an essential understanding of important role of sponsorship in an event, particularly in the creative fields of film and theatre, how this can be gained and successfully managed to be benefit of both the sponsor and sponsee. It will allow the students to understand the important aspects of sponsorship in an organisation and learn the mechanisms involved in executing sponsorship strategies, and it's application to the film and theatre businesses. Students are also required to work in groups and conduct presentations as parts of their learning process. At the end of the course, the students will have a complete understanding of sponsorship tools, able to initiate basic sponsorship strategies and developing plans for any creative industry events.
<b>Transferable Skills</b>	Effective communication skills; Taking risks; Initiating new ideas and tasks; Handling details; Cooperation; Setting goals; Solving problems; demonstrating effective social behaviour; Being patient; Meeting goals; Working effective under pressure.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion, Presentation, Self-directed Learning
<b>CLO</b>	CLO1 Identify the important role of sponsorship management in an event through the understanding of various sponsorship tools. (C4, MQF1) CLO2 Demonstrate self-confident and professionalism as part of the learning process by presenting sponsorship proposal to the stakeholders. (A3, MQF4) CLO3 Integrate effective communication skills, leadership and teamwork through sponsorship engagement for selected creative industry events. (A4, MQF5)
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	<b>1. 1. Internal Planning</b> 1.1) How Sponsorship Fits with Brand Marketing 1.2) Planning Your Sponsorship Programs <b>2. 2. Sponsorship Marketing Plan</b> 2.1) Defining Your Brand 2.2) Defining Your Target Market 2.3) Researching Your Target Market 2.4) Developing the Marketing Plan <b>3. 3. Implementing the Marketing Plan</b> 3.1) Media Promotion 3.2) Online Promotion 3.3) Publicity <b>4. 4. Understanding What You Have to Offer</b> 4.1) Define your Brand 4.2) Define your Audience 4.3) Take Inventory <b>5. 5. Creating a Hit List and Offer</b> 5.1) Sponsor Matching 5.2) Research Potential 5.3) Sponsors 5.4) Your Team 5.5) Offer Brainstorm Process

<b>6. 6. Proposal</b> 6.1) What to include in a Proposal 6.2) Proposal Template 6.3) Pricing
<b>7. 7. Sales Process</b> 7.1) Sales Checklist 7.2) Other Ways of Selling
<b>8. 8. Special Considerations for Non Profit Organizations</b> 8.1) Identifying the Non Profit Organizations 8.2) What to consider
<b>9. 9. Negotiation</b> 9.1) Rules of Negotiation 9.2) Payment Arrangement 9.3) Purchasing and procurement 9.4) Contract
<b>10. 10. Sponsorship Planning and Management</b> 10.1) Develop the Sponsorship Implementation Plan 10.2) Managing the Sponsor
<b>11. 11. Leverage</b> 11.1) When to talk Leverage 11.2) Encouraging Leverage
<b>12. 12. Sponsorship Measurement</b> 12.1) Who Does the Measurement? 12.2) ROI vs ROO 12.3) Helping your Sponsor understand their Results
<b>13. 13. Renewals and Exits</b> 13.1) When to renewals and exits
<b>14. 14. Conclusion</b> 14.1) Review

Assessment Breakdown		%		
Continuous Assessment		100.00%		

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual	30%	CLO2
	Final Project	Project Execution	40%	CLO3
	Quiz	n/a	30%	CLO1

  

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Kim Skildum-Reid, Anne-Marie Grey 2014, <i>The Sponsorship Seeker's Toolkit, Fourth Edition</i>, 4th Ed., McGraw-Hill Education [ISBN: 9780071825795]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Ian McDonnell, Malcolm Moir 2013, <i>Event Sponsorship</i>, Routledge Great Britain [ISBN: 9780415533881]</li> <li>T. Bettina Cornwell 2014, <i>Sponsorship in Marketing</i>, Routledge Great Britain [ISBN: 9780415739801]</li> <li>Skinner, Bruce E., and Rukavina Vladimir. 2003, <i>Event Sponsorship</i>, Wiley &amp; Sons Inc. New Jersey [ISBN: 9780471126010]</li> <li>Kim Skildum-Reid 2012, <i>The Corporate Sponsorship Toolkit</i>, Freya Pr US [ISBN: 9781921097089]</li> </ul>

  

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources