



UNIVERSITI TEKNOLOGI MARA

FAP532: ARTS FUND RAISING AND SPONSORSHIP

Course Name (English)	ARTS FUND RAISING AND SPONSORSHIP APPROVED	
Course Code	FAP532	
MQF Credit	3	
Course Description	This course is offered to students to build a comprehensive and complete understanding of obtaining sponsorship and managing fund raising events in a modern organization, particularly in the creative fields of film and theater. It will allow students to understand the important aspects of sponsorship in an organization and learn the mechanisms involved in executing sponsorship strategies and managing fund raising events in creative industry. Students are also required to work in groups, design event and conduct presentations as part 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 and fund raising strategies in developing plans for any creative industry events.	
Transferable Skills	Effective communication skills - excellence teamwork - leadership ability - strategic planning skills - time management skills - ability to delegate - meet dateline - create new ideas.	
Teaching Methodologies	Lectures, Blended Learning, Inquiry-based Learning, Discussion, Presentation, Self-directed Learning	
CLO	<p>CLO1 Integrate effective communication skills, leadership and teamwork through sponsorship engagement for selected creative industry event (A4, MQF5)</p> <p>CLO2 Determine the important role of fund raising and sponsorship management in an event and learn the mechanisms involved in executing sponsorship. (C4, MQF6)</p> <p>CLO3 Apply essential information required for developing strategic sponsorship plan to enhance lifelong learning. (A3, MQF7)</p>	
Pre-Requisite Courses	No course recommendations	
Reading List	<p>Recommended Text</p> <ul style="list-style-type: none"> • Ian McDonnell, Malcolm Moir, <i>Event Sponsorship</i>, Routledge GB [ISBN: 9780415533881] • Adrian Sargeant, Elaine Jay 2014, <i>Fundraising Management</i>, 3rd Ed., Routledge London and New York [ISBN: 9780415831581] <p>Reference Book Resources</p> <ul style="list-style-type: none"> • Stacey Ritz 2015, <i>Fun(d)raising</i>, Createspace Independent Publishing Platform US [ISBN: 9781511453127] • T. Bettina Cornwell, <i>Sponsorship in Marketing</i>, Routledge GB [ISBN: 9780415739801] • Bruce E. Skinner, Vladimir Rukavina 2002, <i>Event Sponsorship</i>, Wiley New York [ISBN: 9780471126010] • Kim Skildum-Reid, Anne-Marie Grey 2014, <i>The Sponsorship Seeker's Toolkit, Fourth Edition</i>, McGraw-Hill Education GB [ISBN: 9780071825795] • Kim Skildum-Reid, <i>The Corporate Sponsorship Toolkit</i>, Freyar Pr US [ISBN: 9781921097089] 	
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	