COURSE OUTLINE: PEM202 - SPONSORSHIP

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Course Code: Title	PEM202: SPONSORSHIP AND FUNDRAISING
Program Number: Name	2170: PUBLIC RELATIONS
Department:	PUBLIC RELATIONS PROGRAM
Semesters/Terms:	20W
Course Description:	Sponsorship programs and fund-raising activities depend heavily on successful public relations and event management strategies to reach their goals. Students will learn how to identify and motivate donors and will be responsible for planning and executing an actual fundraising event on behalf of a local charity. Instruction will be also provided on seeking out sponsorship of events and development of strategic sponsorship guidelines.
Total Credits:	4
Hours/Week:	4
Total Hours:	60
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2170 - PUBLIC RELATIONS** VLO 1 Coordinate and contribute to the planning of public relations activities, including the development of clear, measureable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organization objectives. VLO 2 Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements VLO 4 Produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives. VLO 6 Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s). VLO 7 Comply with and support others to work in accordance with relevant professional association and industry codes of ethics, public relations professional standards and practices, and legal obligations, protocols and policies.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems.

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	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Marketing Public Relations by Giannini, G. Publisher: Pearson Education ISBN: 9780136082996 Event Sponsorship by Skinner, Bruce, Rukavina, Vladimir Publisher: John Wiley and Sons ISBN: 9780471126010 Recommended PR Strategies and Tactics by Wilcox Edition: 11

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Introduction to the sponsorship industry	- Develop a vocabulary and understanding of sponsorship terminology. - Evaluate the funding challenges facing event organizers in the not-for-profit, private and public sectors that are consistent with the Public Relations Strategy. - Identify funding sources available and how to locate them, with emphasis on: - 3 levels of government - Corporate sponsorship - Foundations and fundraising activities/programs
Course Outcome 2	**Learning Objectives for Course Outcome 2**
Sponsorship research and benefits analysis	- Conduct an organizational needs assessment and aligning it with the Public Relations Strategy. - Develop an inventory of potential fundraising and sponsorship candidates. - Develop an inventory of potential fundraising and sponsorship candidates. - Identify the elements of a successful sponsorship proposal.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
Developing an effective proposal.	- Identify the research methods used in targeting potential sponsors. - Determine sponsor needs and target strategies to meet those needs. - Develop powerful proposal that meets both the event and sponsor needs and expectations all within the Public Relations Strategic framework.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
Sponsor servicing	- Develop and nurture sponsorship relations.

		- Develop strategies to ensure sponsorship commitments are delivered. - Develop sponsorship evaluation strategies. - Design sponsorship agreements and contracts.
	Course Outcome 5	**Learning Objectives for Course Outcome 5**
	Sponsorship and the Media	- Identify the opportunities available in media sponsorship. - Develop effective strategies in media sponsorship proposal. - Develop a win/win relationship with media outlets. - Explore the Social Media Networking options within the targeted demographic.
	Course Outcome 6	**Learning Objectives for Course Outcome 6**
	Not-for-profit fundraising	- Identify the challenges and opportunities facing not-for-profit organizations. - Identify and access the various funding sources available for not-for-profit organizations. - Develop creative fundraising ideas and events.

Date:	June 17, 2019
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.