



## COURSE OUTLINE: SPT305 - SPONSORSHIP & SALES

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Approved: Martha Irwin, Dean, Business and Information Technology

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| <b>Course Code: Title</b>                                                                     | SPT305: SPORT SPONSORSHIP AND SALES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Program Number: Name</b>                                                                   | 2073: SPORTS ADMIN.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Department:</b>                                                                            | BUSINESS/ACCOUNTING PROGRAMS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Academic Year:</b>                                                                         | 2024-2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Course Description:</b>                                                                    | Students in this course will explore the increased costs and financial needs of sport and recreation and will discuss how to meet those needs. Students will work to develop a practical approach to obtaining the financial resources required by both for-profit and nonprofit sporting organizations. Students will also discuss and explore the role of sales and marketing in the financial viability of a sporting organization with topics including sales management, ticket sales, sponsorship opportunities, athlete endorsements, and licensing and merchandising. |
| <b>Total Credits:</b>                                                                         | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Hours/Week:</b>                                                                            | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Total Hours:</b>                                                                           | 42                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Prerequisites:</b>                                                                         | There are no pre-requisites for this course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Corequisites:</b>                                                                          | There are no co-requisites for this course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>                         | <b>2073 - SPORTS ADMIN.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Please refer to program web page for a complete listing of program outcomes where applicable. | VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events.                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                                               | VLO 3 Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context.                                                                                                                                                                                                                                                                                                                                                                  |
|                                                                                               | VLO 6 Employ current and relevant financial management strategies to support the operations of a sport organization or event.                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                                                                                               | VLO 8 Plan, organize and deliver sport projects, tournaments, programs or community events that respond to needs, interests and abilities, engage participants, and promote health and wellness.                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                               | VLO 9 Apply administrative, communication and customer service skills to support the delivery of sport and recreation programs, events, and services according to industry standards.                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Essential Employability Skills (EES) addressed in this course:</b>                         | 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 3 Execute mathematical operations accurately.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|                                                                                               | EES 5 Use a variety of thinking skills to anticipate and solve problems.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |



- 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%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:**

Canadian Sport Marketing, 3rd edition by O`Reilly, Seguin, Abeza and Naraine  
 Publisher: Human Kinetics Edition: 3  
 ISBN: 978-1-7182-0094-4

**Course Outcomes and Learning Objectives:**

| <b>Course Outcome 1</b>                                                                                       | <b>Learning Objectives for Course Outcome 1</b>                                                                                                                                                                                                                                                                                                                                                    |
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| Recognize the importance of sport sponsorship to the ongoing viability of sport.                              | 1.1 Appreciate the history of sponsorship and its use in sports today.<br>1.2 Understand the place of sponsorship in the promotional mix.<br>1.3 Know the differences between sponsorship and advertising.<br>1.4 Understand the corporate objectives associated with sport sponsorship.                                                                                                           |
| <b>Course Outcome 2</b>                                                                                       | <b>Learning Objectives for Course Outcome 2</b>                                                                                                                                                                                                                                                                                                                                                    |
| Understand how to build successful sport sponsorships.                                                        | 2.1 Appreciate the resources that an organization must commit to implement a successful sponsorship program.<br>2.2 Understand the place of sponsorship in the marketing/communications mix.<br>2.3 Understand conceptually the complexities involved in activating a sponsorship.<br>2.4 Understand the key success factors to sponsorship in Canada.<br>2.5 Identify best sponsorship practices. |
| <b>Course Outcome 3</b>                                                                                       | <b>Learning Objectives for Course Outcome 3</b>                                                                                                                                                                                                                                                                                                                                                    |
| Analyze the importance of sport sponsorship from the sponsors perspective and the rights-holders perspective. | 3.1 Understand the objectives of sport sponsors and recognize how to provide value.<br>3.2 Recognize the strategic benefits that can be attained through sponsors to the sports organization.<br>3.3 Examine how selling is an essential element to sport sponsorship.<br>3.4 Integrate a sponsorship strategy within a sport organization.                                                        |
| <b>Course Outcome 4</b>                                                                                       | <b>Learning Objectives for Course Outcome 4</b>                                                                                                                                                                                                                                                                                                                                                    |
| Understand the role of licensing strategies, sales, broadcast rights and sponsorship and how they             | 4.1 Recognize the key considerations in developing a licensing strategy.<br>4.2 Understand the threats posed by ambush marketing.<br>4.3 Examine other sources of revenue, including ticket sales,                                                                                                                                                                                                 |



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|  | tie into brand. | media rights, etc.<br>4.4 Examine Olympic marketing, broadcasting, and the role of sponsorship in creating the Olympic brand. |
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**Evaluation Process and Grading System:**

| Evaluation Type                          | Evaluation Weight |
|------------------------------------------|-------------------|
| Assignment                               | 25%               |
| Final Exam                               | 25%               |
| In class quizzes, assignments, exercises | 15%               |
| Participation                            | 10%               |
| Presentation                             | 25%               |

**Date:** June 16, 2024

**Addendum:** Please refer to the course outline addendum on the Learning Management System for further information.