



## COURSE OUTLINE: SPT305 - SPONSORSHIP & SALES

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Approved: Bob Chapman - Dean

<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>	2025-2026
<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>
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. 1.2 Understand the place of sponsorship in the promotional mix. 1.3 Know the differences between sponsorship and advertising. 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. 2.2 Understand the place of sponsorship in the marketing/communications mix. 2.3 Understand conceptually the complexities involved in activating a sponsorship. 2.4 Understand the key success factors to sponsorship in Canada. 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. 3.2 Recognize the strategic benefits that can be attained through sponsors to the sports organization. 3.3 Examine how selling is an essential element to sport sponsorship. 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. 4.2 Understand the threats posed by ambush marketing. 4.3 Examine other sources of revenue, including ticket sales,



	tie into brand.	media rights, etc. 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:** August 18, 2025

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