

## 1. BASIC INFORMATION

<b>Course</b>	Sponsorships and sport image
<b>Degree program</b>	Sports Marketing Master Degree
<b>School</b>	Physical Education School
<b>Year</b>	First
<b>ECTS</b>	6 ECTS
<b>Credit type</b>	Mandatory
<b>Language(s)</b>	English
<b>Delivery mode</b>	Campus based / Online
<b>Semester</b>	Second semester
<b>Academic year</b>	2020/21
<b>Coordinating professor</b>	Moisés Ruiz

## 2. PRESENTATION

The Image of sports and sports sponsorship module focuses especially on two main topics: on the one hand, sports are analyzed as an activity that allows, in today's society and market, to add value to companies and institutions in any sector through various marketing tools, especially the endorsement deal. Second, this commercial tool is analyzed in depth, explaining different aspects that make it the main sports marketing tool in the current market: the concept, the different models, the process, the services to sponsors, the activations and the analysis of the return. investment.

Meaning of the module in the whole curriculum

The Sports Image and Sports Sponsorship module is fundamental in the context of the program. Although sports marketing is much broader, there are many people, even in the sector itself, who tend to identify this specialty only with sponsorship, undoubtedly the most used tool to connect with sports and achieve marketing objectives.

An essential preliminary analysis to understand the model and the reason for sponsorship is what we must do about the role of sport in our lives and in today's society. In a society as changing, technified and competitive as the current one, few permanent values remain and one of them is sport, which we clearly identify with positive attributes such as health, effort, success and entertainment, among others. Therefore, before analyzing in depth the sponsorship, its application and the models that are in the market, we will reflect on this topic and share case studies that allow us to understand the value of sport

today: its relationship with responsibility. social, its influence as a vehicle for peace and understanding, etc.

The second part of the module focuses in a much more technical and business-related way on the sponsorship model itself: what value should it bring to the two parties involved, how is it articulated, what are the keys to the model, how is it inserted into the marketing mix of companies and what makes it a good deal for both parties.

Different cases of success will be reviewed and all these concepts about sports sponsorship will be applied to some of the projects that are developed in the classroom.

goals

The learning objectives of the module can be summarized in the following points:

First, to be able to place sport in the place it currently occupies in 21st century society. If in the sports marketing characteristics module the sports industry was analyzed, this module delves into the subject focusing especially on the value it provides to the different interest groups that interact in the current market: participants, sports companies, companies from other sectors, institutions, athletes, brands, etc. Along these lines, topics such as the relationship between sport and social responsibility, health, education and other fundamental fields for present and future society will be analyzed.

Second, to focus on the sports sponsorship contract as one of the cornerstones of marketing when it is produced by sports companies or other companies that are related to sports for commercial purposes. In this field, the different aspects of the sponsorship contract will be analyzed to understand the model in its entirety and from both parties: its purpose, the role of the two parties that usually compose it, the content it usually includes, the value it usually brings. brands, the different models that can be found in the market, the importance of activation as a mechanism that makes it visible, current trends and return on investment as a basic tool to understand its proper functioning.

Models and case studies will be shared - to make the entire theoretical framework visible - and everything learned will be applied in the practical projects that are developed during the program as part of the students' evaluation.

### 3. COMPETENCES AND LEARNING OUTCOMES

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competences	Learning outcomes
SS 3, TS 2	LO1

SS 3, TS 2	LO2
SS 4, TS 4	LO3
SS 4, TS 4	LO4
SS 5, TS 5	LO5

## 4. CONTENT

The following are the main content areas that are embedded in the module:

- Concept of sponsorship applied to sport: concept, operation, case studies.
- Types and trends in sports sponsorship: digital, experiential and adapted to each client
- Sponsorship and activation: case studies of activations in sports settings.
- Comparison of sponsorships for events, competitions and athletes
- Planning in sports sponsorship
- Explanation of different case studies in sports environments including various business areas of Real Madrid and other case studies.

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes
- Presentation and discussion of case studies
- Class discussions
- Project-based learning
- Problem-based learning
- Individual research by students
- Presentations in class by students
- Knowledge test

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

**Campus-based mode:**

Learning Activity	Hours
Master classes	37.5 h
Projects and problems solving actions	20 h
Case studies resolutions	
Discussions, debates and oral participation	17,5 h
Projects presentations	2 h
Seminars, forums and external visits	12,5 h
Personal work in teamwork scenarios	31,25 h
Research	29,25 h
<b>TOTAL</b>	<b>150 H</b>

**Online mode:**

Learning Activity	Hours
Master classes	37.5 h
Projects and problems solving actions	20 h
Case studies resolutions	
Discussions, debates and oral participation	17,5 h
Projects presentations	2 h
Seminars, forums and external visits	12,5 h
Personal work in teamwork scenarios	31,25 h
Research	29,25 h
<b>TOTAL</b>	<b>150 H</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
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Under Armour project	30%
Individual works / presentations in class	20%
Discussion about sponsorship	15%
Performance in class: attendance, interest, participation, others	15%
Unit test about the unit	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

### 7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Under Armour project	April 2020
Individual works / presentations in class	March / April 2020
Discussion about sport marketing ethics	2º week of March 2020
Performance in class: attendance, interest, participation, others	March / April 2020
Unit test	3º week of March 2020

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

- Campos, Carlos (1997), Marketing y patrocinio deportivo, Ed. GPE, Universidad de Extremadura
- Carretero, J: Luis, Pedreira, José (2015), Esade Business School, Madrid
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- Cornwell, Bettina, Sponsorship in Marketing, Routledge, New York
- Sánchez, P (2004), Técnicas de marketing deportivo. El marketing, herramienta imprescindible para la calidad. Ed. Gymnos. Madrid
- Molina, Gerardo, Aguiar, Francisco (2005), Estrategias de marketing deportivo. Ed. Norma, Buenos Aires
- Scharw, E, Hunter, J (2008). Advanced Theory and Practice in Sport Marketing. Ed. Taylor & Francis. USA
- Kotler, P. Los 10 pecados capitales del marketing. Signos y soluciones. Ed. Pearson, USA
- Shilbury, D, Quilck, Shayne, Westerbeek, Hans (2003), Strategic sports marketing, Allen & Unwin (2003)

## 10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at [unidad.diversidad@universidadeuropea.es](mailto:unidad.diversidad@universidadeuropea.es) at the beginning of each semester.

## 11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.