



Syllabus. What fans love and what brands sponsor



SYLLABUS

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- ≡ Skills
- ≡ Criteria for participation and approval

TOPICS

- ≡ Module 1. Passion Points: The Important Things in Life
- ≡ Module 2. Passion Connectors & Marketing Assets - How fans consume their passions?
- ≡ Module 3. The Different Types of Assets - Paid, Shared & Owned Assets
- ≡ Module 4. The Non-Sponsor-Ambush Marketing

Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

To develop a broad understanding of how to use of sponsorships to drive business growth.

Specific objectives

- 1 Understanding how fans consume sports and sponsorships.
- 2 Understanding applications of sponsorships in marketing.
- 3 Understanding applications of sponsorships beyond marketing.

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Understanding how to evaluate sponsorships.

CONTINUE

Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Consumer Understanding:** Ability to understand what motivate fans to engage with brands and sports and how they do it.
- 2** **Creative Thinking:** Ability to identify solutions to (business) challenges through the use of sports and entertainment sponsorships.
- 3** **Analytical Thinking:** Ability to analyze data (from sponsorship evaluations) and draw conclusions that can be translated into learnings and action.

Specific skills

Strategic Thinking: At the end of this certificate, the participant will have developed the ability to make the connections between what the brands need and what the world of sponsorships can offer as solutions.

Strategically. Thinking about alternatives and how to design a sponsorship program that impacts the business performance of brands is a core competency of any sponsorship professional. This is a course will take participants through a journey from basic to more sophisticated

concepts and provide practical advices for how to tackle each of the steps in the sponsorship process.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1. Passion Points: The Important Things in Life

Unit 1.1 A Brief History of Sponsorships

Unit 1.2 Sports and Entertainment are the Answers

CONTINUE

Module 2. Passion Connectors & Marketing Assets - How fans consume their passions?

Unit 2.1 Passion Connectors

Unit 2.2 Marketing Assets

CONTINUE

Module 3. The Different Types of Assets - Paid, Shared & Owned Assets

Unit 3.1 It all started with media

Unit 3.2 The Different Types of Marketing Assets

CONTINUE

Module 4. The Non-Sponsor-Ambush Marketing

Unit 4.1 It all started with media

Unit 4.2 Is Ambush Marketing Avoidable?