



Marketing & Sponsorship in German Sports

Course Details

Course Designator & Number: SGMT 4520

Number of Credits: 3

Language of Instruction: English

Contact Hours: TBD

Instructor: Mitchell McSweeney

Course Description

This Global Seminar will explore the topic of sport sponsorship and its importance in international sport marketing. The course includes travel to Munich, Germany. While in Germany, the role of sport sponsorship will be viewed from the perspective of a series of brands that maintain primary operations in Munich, Germany. Specifically, students will learn sport sponsorship sales, activation, and account management from a number of German sport organization's perspectives through a series of tours and presentations. Notably, students will have the chance to engage with world football (soccer) power FC Bayern Munich (FCB). Students will also develop an understanding of sport sponsorship from the perspective of major corporate partners of FCB, the German Bundesliga, and other sport brands (Allianz, Audi, Adidas, T-Mobile, and BMW). These activities will inform the student's knowledge of sport sponsorship and international sport marketing and serve as the foundation for the completion of their final sponsorship proposal project.

An important part of this course will be immersive, German cultural experiences. These experiences will be used to develop an understanding of the role sport (football in particular) plays in German society. Developing this understanding will allow students to better understand the influence of, and often resistance to, American capitalism and corporate culture as it relates to sport in Germany. Then, students will work to examine how prominent German sport brands engage in the international business of sport while maintaining a strict adherence to its sporting value system.

On-site academic sessions will be delivered at the host site most mornings. These sessions will take the format of traditional classroom learning experiences and include a mix of lectures,

reading discussions, guest speakers, and group project work. Daily academic sessions will typically be followed by a site visit focused on sport sponsorship, international sport marketing, and/or German culture.

Occasional excursions outside the increasingly global city of Munich will allow for a greater appreciation of German culture and the role of sport in German life. However, not all excursions will have a sport-specific focus. For example, a day trip to the Dachau Concentration Camp Memorial will allow students to reflect on the place a post-World War II Germany holds in the world. Further, tours of prominent historical sites such as the Nymphenburg Palace, Munich Residenz Palace, and Old Town Munich will allow students to develop a deeper appreciation for German history.

Course Objectives

Upon the completion of this course, it is expected that students will:

- Understand the role of sport sponsorship in international sport marketing.
- Understand the sponsorship sales process.
- Understand best practices in sponsorship account management.
- Apply knowledge of corporate objectives to a sponsorship activation strategy.
- Understand the sponsorship sales process.
- Analyze current methods of sponsorship evaluation and assessment.
- Create and present a sport sponsorship proposal.

Methodology

UofM Student Learning Outcomes

Innovation & Creativity: Understand the role of creativity, innovation, discovery, and expression across disciplines.

Above Proficient: Meaningfully synthesizes connections among creativity, innovation, discovery and expression across disciplines, making clear connections with experiences outside of the formal classroom

Highly Proficient: Effectively selects and further develops examples of creativity, innovation, discovery and expression across disciplines

Proficient: Demonstrates an ability to define the role of creativity, innovation, discovery, and expression across disciplines.

Below Proficient: The learner was an unable to define the role of creativity, innovation, discovery, and expression across disciplines

The SLO will be addressed while studying abroad in Germany. Students will immerse themselves in German culture while also examining how German sport organizations and German corporations collaborate to build sport sponsorship portfolios. Students will visit various sport, business, and academic sites in which they will learn the goals, objectives, and approach taken by these organizations to successfully reach sport fans. They will complete a sport sponsorship proposal project that is designed to understand the goals of a non-sport business, the needs and wants of sport consumers, and use a popular sport organization to

bridge the gap between the two using an innovative sponsorship activation strategy. Additionally, students will tour a variety of cultural sites to better understand the critical role WWI and WWII played in shaping German culture today. Students will also write a daily blog and reflect on their experiences and have an opportunity to discuss these events in an almost daily talking circle with other students.

The SLO will be measured/evaluated by the completion of the following assignments: Theory to practice paper, daily travel blog, general participation and engagement during class and site visit interactions, and a Sponsorship proposal.

Student Work Effort & Instructional Time

Policy: <https://policy.umn.edu/education/timepercredit>

This is a three-credit course; in turn, students should plan to commit a minimum of 126 hours to the course during the Global Seminar. This will include a minimum of 42 hours of instructor-led time and 84 hours of independent student work.

Course Prerequisites

None.

Required Reading / Materials

Cornwell, T.B. (2020). Sponsorship in marketing: Effective partnerships in sports, arts, and events.

Course Assignments (500 total points)

Student performance in this course will be evaluated using the following tools:

Quick quizzes (20%)

Students will complete a quiz for each learning module covered in the course. In total, students will complete 10 quizzes. Each quiz includes 5 questions, and quizzes are worth a total of 10 points each. Questions on these quick quizzes are designed to ensure course engagement. As such, questions are predominately multiple choice. Content will include a mix of information from module videos, readings, and our daily itinerary. Quizzes are worth 100 points total.

Travel reflection vlog or journal (20%)

As part of the course, students will be required to complete 10 vlog/journal entries. Each entry is worth 10 points. This vlog/travel journal will include student thoughts and opinions on the course topics, travel experiences, and the role this course has played in helping them develop as global citizens. Students will be able to chronicle any parts of their trip they find useful in shaping their view on course content and the world. Students will submit their entries in an

ongoing manner, but they are encouraged to create one video or written file upon conclusion of the course. Vlog/journal entries are worth 100 points total.

Program attendance and participation (20%)

Students will be required to attend and participate in all scheduled program activities. These activities will be listed in the course's final program itinerary. Examples of required activities include: all course lectures, all industry panels, all stadium tours, and all required cultural immersion activities. Failure to attend and participate in these activities will result in a reduction in points. Program attendance and participation is worth a total of 100 points.

Sport sponsorship proposal (40%)

As part of this course, students will learn from industry executives on each side of the sport sponsorship relationship. They will learn all aspects of sport sponsorship including activation, leveraging, account management, measurement, and evaluation. As such, students will work in small groups to present a sponsorship proposal at the end of the term. This proposal may be shared and presented to executives with our program partners; however, it will be graded solely by the course instructor. This project is worth a total of 200 points.

Course Calendar & Itinerary



Here is a full [daily schedule of course activities and travel itinerary](#).

Communication, Questions, Concerns, & Evaluation

All official course communications will take place using the University email system and/or course Canvas website. Students can expect the instructor to respond to all email inquiries within 24 hours of him receiving the message. Students should plan to respond to instructor messages in that same 24-hour time frame to ensure consistent communication. All assignments will be evaluated according to a corresponding rubric the instructor will provide via Canvas upon introducing the assignment. If students would like additional feedback beyond that included in the rubric, they are encouraged to meet with the instructor in person or have an email conversation.



Grading

Grading Rubric

Letter Grade	Score or Percentage	Description
A	94–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–93.9	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89.9	
B	84–86.9	
B-	80–83.9	Achievement that meets the course requirements in every respect.
C+	77–79.9	
C	74–76.9	
C-	70–73.9	Achievement that is worthy of credit even though it fails to fully meet the course requirements.
D+	67–69.9	
D	64–66.9	
F	63.9–0	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of How Grades Are Weighted

Assignments	Percentage of Grade
Quick quizzes	20%
Travel reflection vlog or journal	20%
Program attendance and participation	20%
Sport sponsorship proposal	40%
Overall grade	100%

Assessment Details

Attendance

This is an approximately three-week Global Seminar course in which attendance and active participation is a strict requirement. While attendance and participation make up 20% of your course grade, absence for any required learning activities, site visits, tours, or other excursions will have an additional impact on your grade.

Course Evaluations—Student Rating of Teaching (SRT)

You'll be invited via email to complete an online course evaluation called the Student Rating Forms (SRT) at the end of the semester. You're strongly encouraged to complete the online evaluation. The SRT forms are anonymous, and the instructor will have access to the results only after they have submitted the final grades. You won't be graded on your evaluation, and your final grade won't be impacted by the evaluation.

There are three purposes for the SRTs: evaluation of instructors, improvement of teaching, and assistance to future students in selecting courses. The SRT will give you an opportunity to assess instructor preparedness, presentation, feedback, respectfulness, your understanding as a result of the course, and interest in the subject as a result of the course. The form also includes open-ended questions on the learning experience and the physical environment of the course. Your thoughtful written comments are especially requested and may help the instructor improve future course offerings.

Student Expectations & Course Policies

You're responsible for the specific course expectations outlined below. You'll also be held to the University of Minnesota Student Expectations: <https://policy.umn.edu/education/studentresp>

Calendar Changes

The calendar is tentative and subject to change. Updates to the schedule will be announced in class and will be made to the syllabus and posted on Moodle. If you miss a class, it's your responsibility to connect with a classmate for any syllabus changes and review your email or check the Moodle for updates.

Class Cancellations

There may be a rare instance where an unforeseen class cancellation will be necessary due to weather, sickness, or other emergency issues. Due to any class cancellation, assignments due that day will be due the following scheduled class day.

Class Recording/Streaming & Tennessean Statement

All class sessions may be recorded by the instructor using the procedures in the CEHD Policy on Recording Classes, with or without prior notice. You should assume that a class session is being recorded unless otherwise notified. No person (student or otherwise) may record a class without express written permission from the instructor or an authorized administrator implementing a disability accommodation. All permitted recordings are governed by this policy's limits on distribution and redistribution of recordings.

Excused Absence

An excused absence will only be considered if you have received instructor permission prior to the missed class. To obtain permission, you must send the instructor an email from your UMN email address and include your full name, class number, class section, class name, reason for requested excused absence, and any additional information that will help determine whether or not your absence should be excused. Only then will your request be considered. Requests received after the absence will not be taken into consideration.

Extra Credit

There are no extra credit options available for this course. If this changes, the instructor will announce it in class, and the entire class will receive an email stating the specific details.

Exam Retakes & Coursework Resubmission

You won't be allowed to retake any exams or quizzes or to resubmit assignments in an attempt to improve your grade.

Grading Concerns or Disputes

If you wish to dispute an assigned grade, including the final grade, you must do so within 48 hours of the grade being posted (online, paper or exam returned, etc). Your dispute must be sent to me from your UMN email address, clearly identify the individual points you would like to dispute, and include a rationale for why you believe the assigned grade is inaccurate.

Incompletes

Receiving an incomplete (I) for this course is not an option unless you submit a formal request for an incomplete that includes a documented extenuating circumstance and a suggested plan for completion that can be taken into consideration. This request must be submitted to me via email and as early as possible. Your request will be reviewed on a case-by-case basis and approved in rare and unavoidable extenuating circumstances.

Preparation

You are expected to complete assigned readings and assignments *prior to* class to provide a knowledge base needed for discussion, participation, effective note taking, group work, and greater understanding of lecture material.

Student Work Submission

All student work will be submitted using the UMN CANVAS site.

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Policies

Attendance Policy

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found [on the Learning Abroad Center website](#).

Use of Personal Electronic Devices in the Classroom

Using personal electronic devices in the classroom setting can hinder instruction and learning, not only for the student using the device but also for other students in the class. To this end, the University establishes the right of each faculty member to determine if and how personal electronic devices are allowed to be used in the classroom. For complete information, please reference: <http://policy.umn.edu/education/studentresp>.

Makeup Work for Legitimate Absences

Students will not be penalized for absence during the semester due to unavoidable or legitimate circumstances. Such circumstances include verified illness, participation in

intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, and religious observances. Such circumstances do not include voting in local, state, or national elections. For complete information, please see: <http://policy.umn.edu/education/makeupwork>.

Students registered for in-person and blended/hybrid classes should stay at home when experiencing symptoms of COVID-19 and consult with a healthcare provider about an appropriate course of action. An absence due to symptoms of COVID-19 is an excused absence, and I will work to find the best course of action for missed work and/or class experiences.

Appropriate Student Use of Class Notes & Course Materials

Taking notes is a means of recording information but more importantly of personally absorbing and integrating the educational experience. However, broadly disseminating class notes beyond the classroom community or accepting compensation for taking and distributing classroom notes undermines instructor interests in their intellectual work product while not substantially furthering instructor and student interests in effective learning. Such actions violate shared norms and standards of the academic community. For additional information, please see: <http://policy.umn.edu/education/studentresp>.

Sexual Harassment

"Sexual harassment" means unwelcome sexual advances, requests for sexual favors, and/or other verbal or physical conduct of a sexual nature. Such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance or creating an intimidating, hostile, or offensive working or academic environment in any University activity or program. Such behavior is not acceptable in the University setting. For additional information, please consult Board of Regents Policy:

https://regents.umn.edu/sites/regents.umn.edu/files/policies/Sexual_Harassment_Sexual_Assault_Stalking_Relationship_Violence.pdf

Equity, Diversity, Equal Opportunity, & Affirmative Action

The University provides equal access to and opportunity in its programs and facilities, without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. For more information, please consult Board of Regents Policy:

http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf.

Disability Accommodations

The University of Minnesota views disability as an important aspect of diversity, and is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (DRC) is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations.

- If you have, or think you have, a disability in any area such as mental health, attention, learning, chronic health, sensory, or physical, contact the DRC office on your campus (UMN Twin Cities: 612.626.1333) to arrange a confidential discussion regarding equitable access and reasonable accommodations.
- Students with short-term disabilities, such as a broken arm, can often work with instructors to minimize classroom barriers. In situations where additional assistance is needed, students should contact the DRC as noted above.
- If you are registered with the DRC and have a disability accommodation letter dated for this semester or this year, contact your instructor early in the semester to review how the accommodations will be applied in the course.
- If you are registered with the DRC and have questions or concerns about your accommodations please contact your (access consultant/disability specialist).

Additional information is available on the DRC website: <https://disability.umn.edu/>

Mental Health & Stress Management

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance and may reduce your ability to participate in daily activities. University of Minnesota services are available to assist you. You can learn more about the broad range of confidential mental health services available on campus via the Student Mental Health Website: <https://safe-campus.umn.edu/personal-wellbeing>

Academic Freedom & Responsibility

Courses that do not involve students in research: Academic freedom is a cornerstone of the University. Within the scope and content of the course as defined by the instructor, it includes the freedom to discuss relevant matters in the classroom. Along with this freedom comes responsibility. Students are encouraged to develop the capacity for critical judgment and to engage in a sustained and independent search for truth. Students are free to take reasoned exception to the views offered in any course of study and to reserve judgment about matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled. Reports of concerns about academic freedom are taken seriously, and there are individuals and offices available for help. Contact the instructor, the Department Chair, your adviser, the associate dean of the college, or the Vice Provost for Faculty and Academic Affairs in the Office of the Provost.

Mission Statements

The new **College of Education and Human Development (CEHD)** is a world leader in discovering, creating, sharing, and applying principles and practices of multiculturalism and multidisciplinary scholarship to advance teaching and learning and to enhance the psychological, physical, and social development of children, youth, and adults across the lifespan in families, organizations, and communities.

The **School of Kinesiology** advances interdisciplinary knowledge about physical activity and human movement in order to promote lifelong health and well-being in local, national, and global communities. Our innovative research, high-quality teaching, and collaborative outreach focus on the science and management of physical activity and human movement within contexts such as exercise, health care, and sport. The School of Kinesiology:

- Advances the academic discipline and professional practice of kinesiology.
- Conducts innovative, interdisciplinary research in physical activity, human movement, and sport that exemplifies the drive to discover.
- Educates and prepares students for advanced study and careers related to exercise, health care, and sport.
- Delivers a wide variety of physical activity courses to the campus community.
- Promotes lifelong health and well-being in local, national, and global communities through public outreach and civic engagement activities.

Student Resources

Canvas Student Guide: <https://community.canvaslms.com/t5/Student-Guide/tkb-p/student>

Canvas Student App:

<https://community.canvaslms.com/t5/Video-Guide/Canvas-Student-App/ta-p/384213>

Zoom online meetings and video conferencing guide:

<https://it.umn.edu/services-technologies/zoom>

UofM Tech Help: <https://it.umn.edu/how-get-technology-help>

Hardware and Software Information:

<https://it.umn.edu/services-technologies/find-maintain-hardware-software>

Microsoft Office Training: [training](#) opportunities

University Libraries: <https://www.lib.umn.edu/>, [tutorials](#) and [workshops](#)

Overcoming Procrastination training: <https://testyourself.psychtests.com/testid/2118>

Successful online learning training:

<https://www.thoughtco.com/ways-to-be-a-successful-online-student-1098013>