



M-ISM-6-24-XX-04-E

Commercial sponsorship

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OFFICE HOURS	By appointment
CLASSROOM(S)	
COURSE HOURS	

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Case analyze		40 %
Final individual test		60 %

Euromed Management et ses professeurs vous encouragent à considérer vos Pro-Acts, vos missions entreprises et vos stages comme des occasions privilégiées pour l'application des réflexions, des théories, des concepts et des outils présentés durant ce cours

INTRODUCTION AND OBJECTIVES

Course Purpose & Objectives

The available marketing tools during an event.
 The theories explaining the persuasion process.
 Measure the efficiency of an event marketing communication.
 Identify the events and the marketing communication tools that match with the goals of my firm.
 Identify the firms that could be interested to sponsor my event and valorise my event.

The main objective seminar is to present, in an in-depth and innovative way, a framework for conceiving and implementing sponsorship programmes in order to create a higher value for stakeholders in the sport systems.

Course Contribution to Cluster Learning Goals

Commercial sponsorship evaluation and activation are key activities for sports event management.

Course Contribution to Application of Critical Thinking

Students should analyse brand strategy and communication in order to adapt and customize sponsorship activation.

Course Description

This course presents the available marketing communication tools during an event and the persuasion process linked. Obviously, every firm cannot sponsor the Olympic Games. Fortunately, there are many ways to communicate around an event: sponsorship, ambush marketing, advertising, endorsement etc. We will clarify the differences between these various techniques. Furthermore there are many events. So the question is: What are the most profitable events and the most profitable ways to communicate for my firm? In order to answer this question, we will study the different persuasion process used by these tools and identify the moderating variables of this process. Finally, we will study the efficiency's measure of these techniques.

COURSE MATERIAL

Binder

Detailed class files are provided. They contain slides for class presentation, cases and articles to read and prepare for class meetings. . The textbook is intended as supplementary reading and a source of additional examples for better understanding of the material.

References

- Amis, J.M., Cornwell B (Eds.) (2005). *Global sports sponsorship*. Berg Publishers
- Ferrand A., McCarthy S. (2008). *Marketing sports organisations: managing networks and relationships*. London: Routledge.
- Ferrand, A., (2007) Marketing the Olympic Games. In S. Chadwick, D. Arthur (Eds). *International cases in the business of sport*. (222-242). Oxford: Elsevier
- Ferrand A., Torrigiani L., Camps, A. (2006). *Routledge Handbook of Sports Sponsorship*. London: Routledge.
- Ferrand A., Torrigiani L. (2005). *Marketing of Olympic Sport Organisations*. Champaign: Human Kinetics.
- Stotlar, D. (2000). Developing successful sport sponsorship plans. *Fitness Information Technology*.
- Kotler P. and Keller K.L. (2005), *Marketing Management*, 12th Edition, Prentice Hall.
- Weitz B.A. and Wensley R. (2002), *Handbook of Marketing*, Sage Publications Ltd.
- Amis J.M. and Cornwell T.B. (2005), *Global Sport Sponsorship*, Berg Publishers.

COURSE CONTENTS AND TIMETABLE

FILE / DAY	TOPIC	CHAPTERS IN TEXTBOOK	ASSIGNMENTS	SUGGESTED EXERCISES
1	Introduction to the course. Presentation of the available marketing communication tools during an event.			
2	Sponsorship: persuasion process, moderating variables and measure of the effects.			
3	Endorsement: persuasion process, moderating variables and measure of the effects.			
4	Ambush Marketing: definition and differences with classic marketing communication and deceptive advertising?			
5	Is ambush marketing effective? And how to avoid it?			
6			Test	
7	Principles of Sponsorship Management in Sport Systems (with a special focus on activation)	<i>Case study: Olympic sponsorship</i>		
8	Sponsorship persuasion model			
9	Strategic and operational implementation of sponsorship	<i>Case study the "Perrier Fluo BeachVolley ball experience"</i>		
10	Relationship marketing and sponsorship: building networks and relationships			

EVALUATION OF STUDENT PERFORMANCE

Case analyze	40 %
Final individual test	60 %

The evaluation is divided in 2 parts :

- 40 % consists in case analyze (group of 3-4 people)
- 60 % Final individual test

BIOGRAPHIE

Alain Ferrand

Alain Ferrand, est Professeur des Universités à l'Université de Poitiers où il dirige le Centre de Recherche en gestion (EA 1722) tout en étant Directeur de Recherche à l'IAE de Poitiers. Il a également dirigé le département de management du sport de la faculté des sciences de sport de Lyon, ainsi que le Master en Management des Organisations Sportives en partenariat avec l'INSEP

Alain Ferrand est l'un des spécialistes les plus reconnus dans les domaines du marketing sportif. Il enseigne le marketing du sport à l'université de Turin, ainsi qu'à la Scuola Dello Sport de Rome (Comité National Olympique Italien). Il collabore régulièrement avec des universités étrangères et il est consultant en marketing sportif au niveau international. Luigino Torrigiani est consultant et conférencier en marketing du sport auprès d'entreprises et de différentes Organisations Sportives nationales et internationales. Il est également directeur marketing du projet Solar Impulse, notamment en charge du sponsoring. Après avoir été responsable marketing dans plusieurs multinationales (Caterpillar, Logitech), il a été directeur marketing de l'Union Cycliste Internationale (UCI) et de la Fédération Internationale de Volley-ball (FIVB). Andreu Camps i Povill est Directeur Général de l'Institut National d'Education Physique de Catalogne. Professeur des universités et docteur en droit, son domaine d'expertise concerne les questions liées au droit, au management et au marketing du sport. Il est professeur visiteur dans de nombreuses universités étrangères. Il a été élu en 2002, médiateur au tribunal arbitral du sport (TAS) à Lausanne. Il collabore étroitement dans le cadre du Master Exécutif en Management des Organisations Sportives en partenariat avec la Solidarité Olympique (Comité International Olympique).

Marc Mazodier

Marc Mazodier est Docteur en Sciences de Gestion IAE d'Aix-en-Provence, Université Paul Cézanne en collaboration avec l'Université d'Adélaïde, Australie (visiting scholar auprès du Professeur Pascale Quester). Il est actuellement Professeur permanent à l'Institut Supérieur de Gestion. Expert dans les domaines de la communication, des études marketing et du marketing sportif, ses thématiques de recherche concernent : le pseudo-parrainage (ambush marketing) et la publicité trompeuse, l'évaluation du sponsoring sportif et les stratégies de communication événementielle.

ACADEMIC FRAUD

Definition

Academic fraud is an act by a student, which may result in a false academic evaluation of that student or of another student. Without limiting the generality of this definition, academic fraud occurs when a student commits any of the following offences:

- a) Commits plagiarism or cheating of any kind.
- b) Submits a work of which the student is not the author, in whole or in part (except for duly cited quotations or references). Such work may include an academic paper, an essay, a test, an exam, a research report, and a thesis, whether written, oral, or in another form.
- c) Presents research data, which has been falsified or concocted in any way.
- d) Attributes a purported statement of fact or reference to a source which has been concocted.
- e) Submits the same piece of work or a significant part thereof for more than one course, or a thesis or other work which has already been submitted elsewhere, without written authorization of the professors concerned and/or of the academic unit concerned.
- f) Falsifies an academic evaluation, misrepresents an academic evaluation, uses a forged or falsified academic record or supporting document, or facilitates the use of a falsified academic record or supporting document.
- g) Undertakes any other action for the purpose of falsifying an academic evaluation.

Sanctions

A student who has committed or attempted to commit academic fraud, or who has been a party to academic fraud, will receive one of the sanctions below, as determined by the Disciplinary Committee:

- a) A mark of zero for the work concerned;
- b) A mark of zero for the course concerned;
- c) Suspension from the programme for a period of one year;
- d) Withdrawal from the programme.

Les sanctions suivantes sont extraites du Règlement intérieur applicable à tous les étudiants :

The Programme Director will decide to convoke a student to a Disciplinary Committee hearing if there is judged to be sufficient cause due to non respect of the rules & regulations (such as, for example, cheating in an exam, plagiarism, inappropriate behaviour). Depending on the nature and seriousness of the problem, the Disciplinary Committee may decide to:

- impose pedagogical sanctions (zero grade for a test, a subject or all the grades in a session, banned from all exams, etc)

- give a written warning (recorded in the student's file but with no impact on the final graduation jury),
- a reprimand (recorded in the student's file. The student will not be given any leeway during the graduation jury),
- temporary exclusion from the programme,
- expulsion from the programme.

En cas de manquement jugé suffisamment grave d'un étudiant à une règle de fonctionnement ou de comportement (tel que, par exemple, la fraude en examen ou le plagiat), le Directeur du Programme peut décider de convoquer l'étudiant à un Conseil de discipline.

Selon la nature et la gravité du problème constaté, ce Conseil de discipline peut prononcer :

- des sanctions pédagogiques (zéro à une épreuve, à la matière ou à toutes les notes de la session, interdiction de se présenter à des épreuves,...),
- un avertissement (noté dans le dossier de l'étudiant, sans incidence lors du jury de diplôme)
- un blâme (noté dans le dossier de l'étudiant, l'étudiant ne pourra bénéficier d'aucune indulgence lors du jury de diplôme),
- une exclusion provisoire du programme,
- une exclusion définitive du programme.