

1. BASIC DETAILS

Course	Events and Sponsorship
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	3 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

The Events and Sponsorship subject in the Bachelor's Degree in Advertising of Universidad Europea is focused on analysing and applying strategies in order to create and carry out events, as well as obtain sponsorships so as to finance them. Students learn how to identify the different types of events and their goals, to select and manage the resources required to carry them out and to design effective communication campaigns in order to promote them.

How to look for sponsorships is also studied in depth, both as regards identifying companies that may be interested in supporting events and preparing attractive and effective proposals to present to them. Students will also acquire skills in managing relationships with sponsors and in meeting their expectations. In short, the Events and Sponsorship subject in the Bachelor's Degree in Advertising of Universidad Europea prepares students to be competent professionals in the field of events organisation and obtain sponsorships in the world of advertising and communication.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

Specific skills (CE, by their acronym in Spanish):

CE04 - Ability to develop effective communications and activities for corporate and institutional audiences, combining consumer knowledge and large-scale analysis to make it possible to build and maintain the strong reputation and value of institutions, companies and bodies.

Ability to understand and use planning and organisation techniques for any type of event or sponsorship, as well as the role of each of the actors involved and their specific function.

CE08 - Ability to understand the relevant aspects of the advertising strategy and of the intrinsic value provided by brands.

CE11 - Ability to develop the communication skills needed to present advertising campaigns

CE14 - Ability to recognise the role played by new technology in global society and the way in which advertising is used to reach the consumer.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Students will analyse and know about the development of the communication process through the event (of a sporting, cultural, social or charity nature).
- RA2: They will recognise sponsorship and patronage as corporate and institutional communication techniques and their scopes.
- RA3: They will develop sponsorship communication strategies (assessment, plan, programme, sales dossier and legal framework).

Skills	Learning outcomes
CB4, CT4, CE14	RA1

CB4, CT4, CE14	RA2
CB4, CT4, CE14	RA3

4. CONTENTS

- Contribution of events to the business and communication strategy of organisations.
- Types of events and areas of activity.
- Conceptual delimitation and doctrinal positioning of sponsorship, as well as of other similar practices such as patronage.
- Preparation of proposals, negotiation and planning of sponsorship projects.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Debates and discussions	15
Case study analysis	30
Problem-solving	15
Oral presentations	15
Drawing up reports and written work	10
Group tutorials	10

Independent working	25
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	10.0
Reports and written work	10.0
Case study/problem scenario	20.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:
The recommended bibliography is indicated below:

Andrades, L. (2018). Planificación y producción de eventos. Ediciones Pirámide.

Bigné, E., & Andreu, L. (2015). Patrocinio: el arte de la estrategia. ESIC Editorial.

González, C. (2016). Organización de eventos deportivos. Tirant lo Blanch.

Maqueda, A. (2018). Patrocinio y mecenazgo: fuentes de financiación para proyectos culturales. Universidad de Alcalá.

Muñiz, A. M., & Rodríguez, M. C. (2014). Organización de eventos y protocolo. Editorial Universitaria Ramón Areces.

Saperas, E. (2018). Eventos 3.0: cómo planificar y organizar eventos en la era digital. Editorial UOC.