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| **COURSE DESCRIPTION FORM** | |
| **Course Code and Name** | **SYB 306 SPORT SPONSORSHIP** |
| **Course Semester** | 6th Semester |
| **Catalog Content** | Sponsorship concept, definition, historical development of sponsorship, types of sponsorship, sports sponsorship, trends and issues of sports sponsorship practices in Turkiye |
| **Textbook** | Sema ALAY (2004). Spor Sponsorluğuna Tüketicilerin Verdiği Reaksiyonu Belirleyen Etmenler ve Spor Sponsorluğunun Tüketicilere Olan Etkileri. Doktora Tezi. GÜ, Sağlık Bilimleri Enstitüsü, Ankara. |
| **Supplementary Textbooks** | - Metin ARGAN ve Hakan KATIRCI (2015). Spor Pazarlaması. Nobel Yayın Dağıtım, Ankara.  -David K. *STOTLAR (2000)***.** Developing Successful Sport Sponsorship Plans. Fitness Information Technology. |
| **Credit** | 5 |
| **Prerequisites of the Course**  **(Attendance Requirements)** | Attendance Required |
| **Type of the Course** | Compulsory |
| **Instruction Language** | Turkish |
| **Course Objectives** | The aim of this course is to learn and conceptualize sponsorship and its objectives, transfer the basic information to sports sponsorship area, recognize issues of sports sponsorship in Turkey and prepare a sports sponsorship proposal |
| **Course Learning Outcomes** | 1. Understanding the importance of sponsorship in business.  2. Learning the types of sponsorship and the aims of sports sponsorship.  3. Learning the basic concepts of sponsorship and transfer to sports field.  4. Learning how to adapt sponsorship to different sports.  5. Making assessments about sports sponsorship in the world and Turkey. |
| **Instruction Methods** | Formal learning |
| **Weekly Schedule** | 1. First meeting: information about the course  2. History and development of sponsorship in business  3. The concept of sponsorship in new century  4. Importance of sponsorship in marketing  5. Types of sponsorship  6. Types of sport sponsorship  7. Why sponsorship is attractive  8. Objectives of sponsorship and sport sponsorships  9. Effects of sponsorship in sport  10. Sport sponsorship applications in the World  11. Sponsorship in Turkey and its legal aspects  12. Image and value of sport branches, and sponsorship  13. Project presentation  14. Project presentation  15. Project presentation |
| **Teaching and Learning Methods** | Weekly theoretical course hours  Reading Activities  Internet browsing, library work  Report preparing  Presentation  Final Exam and Preparation for Final Exam |
| **Assessment Criteria** | |  |  |  | | --- | --- | --- | |  | **Numbers** | **Total Contribution (%)** | | Midterm Exams |  |  | | Assignment | 10 | 30 | | Application |  |  | | Projects | 1 | 20 | | Practice |  |  | | Quiz |  |  | | Percent of In-term Studies (%) | 11 | 50 | | Percentage of Final Exam to Total Score (%) | 1 | 50 | | Attendance |  |  | |
| **Workload** | |  |  |  |  | | --- | --- | --- | --- | | **Activity** | **Total Number of Weeks** | **Duration (weekly hour)** | **Total Period Work Load** | | Weekly Theoretical Course Hours | 15 | 3 | 45 | | Weekly Tutorial Hours |  |  |  | | Reading Tasks | 15 | 2 | 30 | | Studies | 15 | 1 | 15 | | Material Design and Implementation |  |  |  | | Report Preparing | 10 | 2 | 20 | | Preparing a Presentation | 4 | 2 | 8 | | Presentations | 1 | 1 | 1 | | Midterm Exam and Preparation for Midterm Exam |  |  |  | | Final Exam and Preparation for Final Exam | 2 | 4 | 8 | | Other (should be emphasized) |  |  |  | | Total Workload |  |  | 127 | | Total Workload / 25 |  |  | 5,08 | | Course Credit (ECTS) |  |  | 5 | |
| **Contribution Level Between Course Learning Outcomes and Program Outcomes** | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Program Outcomes | 1 | 2 | 3 | 4 | 5 | | 1 | CO 1 |  |  |  |  | X | | 2 | CO 2 |  |  |  |  | X | | 3 | CO 3 |  |  |  | X |  | | 4 | CO 4 |  |  |  | X |  | | 5 | CO 5 |  |  |  | X |  | | 6 | CO 6 |  |  |  | X |  | | 7 | CO 7 | X |  |  |  |  | | 8 | CO 8 |  |  |  |  | X | | 9 | CO 9 |  | X |  |  |  | | 10 | CO 10 |  | X |  |  |  | | 11 | CO 11 |  |  | X |  |  | | 12 | CO 12 |  |  |  | X |  | | 13 | CO 13 |  |  |  |  | X | | 14 | CO 14 |  |  |  |  | X | | 15 | CO 15 | X |  |  |  |  | | 16 | CO 16 |  |  |  | X |  | | 17 | CO17 |  |  | X |  |  | | 18 | CO18 |  | X |  |  |  | | 19 | CO19 |  |  |  |  | X | | 20 | CO20 |  | X |  |  |  | | 21 | CO 21 |  |  |  | X |  | | 22 | CO 22 |  |  |  | X |  | |
| **The Course’s Lecturer(s) and Contact Informations** | Faculty Members |