

SPORT & ENTERTAINMENT: SALES & SPONSORSHIP



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July 6 – July 16

Monday - Friday
(6:00 pm – 9:00 pm)

***Saturday**
(9:00 am – 12:00 m)

Online

DESCRIPTION

The Sport & Entertainment: Sales & Sponsorship course will focus directly on generating short and longer-term revenues for a sport and entertainment business, mainly from ticket sales and sponsorship. Although the sport and entertainment industries have struggled to maintain revenues during the COVID-19 pandemic, they continue to be substantial economic sectors, contributing large numbers of employment and consumption opportunities. The context of the course will be the global sport and entertainment industry, with cases, examples, and application activities drawn from around the world, including the NBA in the U.S. and internationally, SportsTech firms such as Fancam in North America and Africa, and multipurpose facilities used for the Olympic Games, World Cups, and music events. The course will be structured around four themes: the role of sales & sales skills; deciding what to sell & who to sell it to; making the sale & the sales process; and building on-going customer relationships. The focus of the course will therefore include business-to-consumer and business-to-business sales contexts.

OBJECTIVES

The aim of the course is to provide a comprehensive understanding of sales and sponsorship in the sport and entertainment industries. Beginning with a fundamental overview of sales and sponsorship theory and strategy, the course then provides industry specific insight into negotiation in the sponsorship process, as well as ticket sales department structure, techniques, and strategies. The purpose is to develop your managerial capacity to actively participate in generating revenues for the sport and entertainment product, effectively engage with other sales and sponsorship professionals and service providers, and responsibly support and manage sport and entertainment management colleagues.

By the end of the course, a successful student will be able to:

- ◆ Recognize the personal attributes that contribute to successful sport & entertainment salespeople
- ◆ Develop an inventory of available ticket and sponsorship rights components
- ◆ Conduct effective segmentation and prospecting for potential sales
- ◆ Develop and present an effective sales script and sponsorship proposal
- ◆ Explain and perform a sales negotiation
- ◆ Diagnose sponsorship relationship quality weaknesses.

METHODOLOGY

The learning approach for the course will include individual preparation, classroom debates and case study discussions, guest speakers, lectures on frameworks and practice, and group work. Guest speakers will be drawn from sport & entertainment businesses in multiple countries, including representatives of Nielsen Sports & Entertainment, FIFA, the Chase Centre, and Fancam. You can expect our time together to be interactive and application- focused. Learning is an active process, which will require your energy and focus before, during and after classroom sessions.

EVALUATION

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| 1. Individual content application paper | 20% |
| 2. LinkedIn Social Selling Index exercise | 15% |
| 3. Personal learning reflection report | 15% |
| 4. Group sponsorship proposal project | 50% |

PRE-REQUISITES

Students enrolling for this course should have completed at least an introductory undergraduate course in marketing. No previous marketing or sales work experience is required, although these career experiences would assist in the application of learning. Students with an interest in the sport and entertainment industries would gain the most value from this course.