

Higher National Unit Specification

General information for centres

Unit title: Sport Sponsorship and Public Relations

Unit code: DF8K 34

Unit purpose: This Unit is about studying and analysing the key functions of Public Relations as part of a Sports Sponsorship Programme.

On completion of the Unit the candidate should be able to:

1. Explain Public Relations in the sports industry.
2. Explain the importance of sponsorship to the sports industry.
3. Create a sports sponsorship proposal.

Credit value: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Candidates should possess good communication skills, and an interest in public relations. Other knowledge, skills or experience relevant to the unit would also be beneficial. Ultimately, entry is at the discretion of the centre.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: This Unit is offered as an optional unit and it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes. This Unit is included in the framework for Sport and Recreation Management.

Assessment: A single instrument of assessment can holistically assess this unit. This will take the form of an open book essay/report of between 2000-2500 words.

Or

This unit can be assessed by three assessments.

For Outcome 1 by restricted response assessment, for Outcome 2 by case study and for outcome 3 by individual presentation or by extended response assessment.

In this event, the total words would also be in the region of 2000-2500 in total.

Higher National Unit specification: statement of standards

Unit title: Sports Sponsorship and Public Relations

Unit code: DF8K 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain Public Relations in the sports industry

Knowledge and/or skills

- ◆ Public Relations
- ◆ Increased profile
- ◆ Public awareness
- ◆ Information censorship
- ◆ Positive imagery

Evidence requirements

Candidates will need written evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Explain four functions of: Public Relations
- ◆ Explain the PR benefits to sponsors of an association with sports and the sports industry

Assessment Guidelines

It is recommended that the assessment of Outcomes 1 and 2 is integrated into a single item. This will take the form of a series of restricted response questions to address all areas of the knowledge and/or skills sections. The context for this could be an open book paper. If this approach is adopted then submissions must detail texts or references used.

Higher National Unit specification: statement of standards (cont)

Unit title: Sports Sponsorship and Public Relations

Outcome 2

Explain the importance of sponsorship to the sports industry

Knowledge and/or skills

- ◆ Sponsorship
- ◆ Sport sponsorship areas: Individual, Team, Event
- ◆ Sport sponsorship packages
- ◆ Knowledge of the value of sponsorship packages to the sports industry

Evidence requirements

Candidates will need written evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Define sponsorship in terms of “goods in kind” and “financial”
- ◆ Identify three different areas of sports sponsorship
- ◆ Explain key differences between the three types of sports sponsorship
- ◆ Identify what can be offered as part of a sports sponsorship programme
- ◆ Describe the purpose and value of sponsorship to the sports industry

Assessment Guidelines

It is recommended that the assessment of Outcomes 1 and 2 is integrated into a single item. This will take the form of a series of restricted response questions to address all areas of the knowledge and/or skills sections. The context for this could be an open book paper. If this approach is adopted then submissions must detail texts or references used.

Outcome 3

Create a sports sponsorship proposal

Knowledge and/or skills

- ◆ Process of creating a sports sponsorship proposal
- ◆ Promotion of a sport sponsorship package
- ◆ Monitoring of a sports sponsorship package
- ◆ Evaluation of a sports sponsorship package

Higher National Unit specification: statement of standards (cont)

Unit title: Sports Sponsorship and Public Relations

Evidence requirements

To achieve this unit each candidate will need to demonstrate their knowledge and/or skills by providing written evidence showing that they can:

- ◆ Outline the key steps involved in creating a sports sponsorship proposal
- ◆ Set out methods to be used to promote a sports sponsorship package
- ◆ Include monitoring and evaluation processes in a sponsorship proposal

Assessment Guidelines

It is suggested that a group role-play session is used as the instrument of assessment. All candidates must have allocated responsibilities in this process as agreed with their assessor. The scenario could take the form of a sports organisation presenting a proposal for sponsorship to a corporate organisation. However, Centres are encouraged to explore the full range of types of scenario possible. All parties involved will require to demonstrate evidence of planning and evaluation. The assessor should be able to provide checklists and video evidence as supporting material. Finally, a group size of no more than six people is recommended.

Administrative Information

Unit code:	DF8K 34
Unit title:	Sport Sponsorship and Public Relations
Superclass category:	BA
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Higher National Unit specification: support notes

Unit title: Sport Sponsorship and Public Relations

Guidance on the content and context for this Unit

This unit is intended to introduce the candidate to Public Relations, Sponsorship and to allow the candidate to acquire knowledge of the ways these can add value to the sports industry.

In Outcome 1 the candidate is introduced to Public Relations, Marketing, Advertising and Sponsorship. These areas should be covered with specific reference to the Sports industry.

Outcome 2 introduces the candidate to the researching and analysing of case studies relating to the development of a sports sponsorship package and the value it adds to the sports industry.

Outcome 3 introduces the candidate to creation, promotion and evaluation of sport sponsorship packages and allows the candidate to expand on areas covered in outcome 1 & 2.

Guidance on the delivery and assessment of this Unit

There is a natural progression through the outcomes in this unit. In delivering the unit it will be possible and desirable to stress the progression between the separate outcomes. An integrative approach to delivery of the material is therefore recommended.

Ideally, candidates should progress through Outcomes 1-3 in that order, as each outcome represents a clearly defined stage in the learning process.

In Outcome 1 the candidate is required to identify the elements of the promotional mix and relate them to the sports industry.

In Outcome 2, candidates are required to look at sponsorship using the tools they have acquired in the previous outcome. They are looking at it from a sports sponsorship angle to add value to the industry.

In Outcome 3, candidates are required to bring all the information together and create a sports sponsorship proposal identifying promotional and monitoring aspects.

Open learning

Open learning implies that, while candidates study outwith the centres using materials provided, it would be necessary to attend the centre for assessment purposes. For further information on Open and Distance Learning, please refer to the SQA publication, Assessment and Quality Assurance of Open and Distance Learning (SQA, 2000).

Higher National Unit specification: support notes (cont)

Unit title: Sport Sponsorship and Public Relations

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).

General information for candidates

Unit title: Sport Sponsorship and Public Relations

There are three outcomes for this unit and these are:

1. Explain Public Relations in the sports industry.
2. Explain the importance of sponsorship to the sports industry.
3. Create a sports sponsorship proposal.

The total amount of written assessment will be in the region of 2000-2500 words.
The unit is designed to introduce the candidate to:

Outcome 1

The candidate is introduced to Public Relations, Marketing, Advertising and Sponsorship. These areas should be covered with specific reference to the Sports industry.

Outcome 2

This introduces the candidate to the researching and analysing of case studies relating to the development of a sports sponsorship package and the value it adds to the sports industry.

Outcome 3

This introduces the candidate to creation, promotion and evaluation of sport sponsorship packages and allows the candidate to expand on areas covered in Outcomes 1 and 2.

Reference Material/Bibliography

Sports sponsorship and Brand Development
Martin Beck-Burrige and Jeremy Walton

The Athletes guide to sponsorship
Jennifer Drury and Cheri Elliot (Velo Press)

Sponsorship seekers toolkit
Anne-Marie Grey and Kim Skildium-Reid (McGraw and Hill)

www.sports-sponsorship.co.uk

www.sportsmatch.co.uk

www.sponsorship-advice.org

www.sponsorshipcareers.com

www.sportscotland.org.uk