

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		06-50	AP 4-10-07	App. 5-1-07

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Hospitality Management	Phone X7 - 2626

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <input checked="" type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input type="checkbox"/> Course Revision <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change	
<hr/> HRIM 343 Fundraising for Special Events	
<i>Current Course prefix, number and full title</i> <i>Proposed course prefix, number and full title, if changing</i>	
2. Additional Course Designations: check if appropriate <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.	
3. Program Proposals <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Program Revision <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track <input type="checkbox"/> Other <input type="checkbox"/> Catalog Description Change	
<i>Current program name</i> <i>Proposed program name, if changing</i>	
4. Approvals	
Department Curriculum Committee Chair(s)	Date
[Signature]	9-13-06
Department Chair(s)	Date
[Signature]	9-8-06
College Curriculum Committee Chair	Date
[Signature]	3-5-07
College Dean	Date
[Signature]	3/12/07
Director of Liberal Studies *	
Director of Honors College *	
Provost *	Date
[Signature]	7/10/07
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	Date
[Signature]	4-10-07

* where applicable

MAR 19 2007 APR - 9 2007

SYLLABUS OF RECORD

I. Catalog Description

3 class hours
0 lab hours
3 credits
(3c-0l-3cr)

HRIM 343 FUND-RAISING FOR SPECIAL EVENTS

Prerequisites: none

Relevant management tools, techniques, and strategies used for acquiring event revenue through fund-raising and special event management are explored. Evolving legislation affecting sponsor and donor relationships will be examined. The contemporary concept of sponsorship will be benchmarked against a historical review to frame an understanding of how sponsor and organizational needs change.

II. Course Outcomes:

Students will be able to

1. Describe the skills, strategies and tactics of successful fund raising managers.
2. Explain why corporations, individuals, and other organizations engage in sponsorship activities.
3. Assess cause-related marketing campaigns, business ventures, licensing agreements and sponsorship agreements.
4. Evaluate sponsorship programs.
5. Understand the process of negotiation in securing sponsorship.
6. Explain how networking opportunities are created by membership in associations specific to the special event industry.

III. Course Outline

- A. Course Introduction (1 hour)
- B. Overview: Evolution of Event Sponsorship (3 hours)
1. Pioneers in sponsorship
 2. Early sponsorship as a philanthropic service
 3. Sponsorship today as an interactive participatory platform
- C. Proliferation of Sponsorship (3 hours)
1. Defining sponsorship
 2. Building brand equity
 3. Activating sponsorship

- D. Sponsorship Acquisition Process (4 hours)**
1. Creating the infrastructure to obtain sponsorship
 2. Identifying what to offer for sponsorship
 3. How companies decide what to sponsor
- E. Pricing Sponsorship (4 hours)**
1. Determining what a sponsorship is worth
 2. Calculating your baseline fee
 3. Working with sponsorship agencies
- F. Exam 1 (1 hour)**
- G. Selling Sponsorship (4 hours)**
1. The deal-making process: Getting started
 2. Outsourcing the sponsorship process
 3. What decision makers look for
- H. Negotiation with Potential Sponsors (4 hours)**
1. Payment arrangements
 2. Contra sponsorship
 3. Looking at sponsorship from both sides
- I. Writing the Sponsorship Proposal (5 hours)**
1. Direct contact with the potential sponsor
 2. Contents and outline of the sponsorship proposal
 3. Writing a sponsorship proposal
- J. Exam 2 (1 hour)**
- K. Servicing the Sponsorship Package (4 hours)**
1. Leveraging sponsorship
 2. Making the sponsor's investment quantifiable
 3. Explain why sponsorship fails
- L. Maximization of Sponsor Benefits (4 hours)**
1. Integrating sponsorship into existing business strategies
 2. Measuring sponsorship results
 3. Protecting against ambush sponsorship – defensive strategies
- M. The Globalization & Trends of Event Sponsorship (4 hours)**
1. Sponsorship as a megatrend
 2. The decline of government financial support
 3. Special event associations, groups & networking activities
- N. Final Culminating Activity (2 hours)**
1. Final Exam – During Final Exam Week

IV. Evaluation Methods

The final grade will be determined as follows:

- 40% Three exams
Each exam may consist of multiple-choice, completion, true/or/false, and short-essay questions.
- 30% Special topic paper
Each student will write a paper on a domestic or international sponsorship topic. Approval of the topic must be granted by the instructor.
- 20% Sponsorship proposal
Each student will write a sponsorship proposal.
- 10% Presentation of the topic paper
Each student will present his or her sponsorship paper.

Grading Scale: A \geq 90% B: 80-89% C: 70-79% D: 60-69% F: \leq 60%

V. Attendance Policy

The attendance policy recognizes student learning is enhanced by regular class attendance and participation in class discussions. The University policy recognizes students' need to miss class because of documented illness or personal emergency.

VI. Required textbooks, supplemental books and readings

Grey, A.M., & Skildum-Reid, K. (2003). *The sponsorship seeker's toolkit*. (2nd ed.). New York: The McGraw-Hill Companies, Inc.

VII. Special Resources Requirements

None

VIII. Bibliography

Allen, J. (2004). *Marketing your event planning business: A creative approach to gaining the competitive edge*. New Jersey: John Wiley & Sons, Inc.

Allen, J. (2003). *Event planning ethics and etiquette: A principled approach to the business of special event management*. New Jersey: John Wiley & Sons, Inc.

Allen, J., McDonnell, I., O'Toole, W. & Harris, R. (2005). *Festival and special event management* (3rd ed.). New Jersey: John Wiley & Sons, Inc.

Goldblatt, J. (2002). *Special events: Twenty-first century global event management* (3rd ed.). New York: John Wiley & Sons, Inc.

- Goldblatt, J. (2000). *The international dictionary of event management* (2nd ed.). New York: John Wiley & Sons, Inc.
- O'Toole, W., & P. Mikolaitis (2002). *Corporate event project management*. New York: John Wiley & Sons, Inc.
- Schaumann, P. (2004). *The guide to successful destination management*. New Jersey: John Wiley & Sons, Inc.
- Skinner, B.E., & Rukavina, V. (2003). *Event sponsorship*. New Jersey: John Wiley & Sons, Inc.
- Sonder, M. (2003). *Event entertainment and production*. New Jersey: John Wiley & Sons, Inc.
- Ukman, L. (2004). *IEG's guide to sponsorship: Everything you need to know about sports, arts, event, entertainment and cause marketing*. Chicago: IEG Incorporated.

Course Analysis Questionnaire

Section A: Details of the Course

- A1. How does this course fit into the programs of the department? For which students is the course designed? (Majors, students in other majors, liberal studies.) Explain why this content cannot be incorporated into an existing course.

HRIM 343 Fund-Raising for Special Events will strategically complement the Hospitality Management curriculum as a junior-level course. The course will be a department elective. The course is not for inclusion in the Liberal Studies Program. The content of this course is specialized and cannot be incorporated into an existing course.

- A2. Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

No, this course does not require changes in the content of existing courses or requirements for a major in Hospitality Management.

- A3. Has this course ever been offered at IUP on a trial basis (e.g. as a special topic)? If so, explain the details of the offering (semester/year and number of students).

Pre-Summer I May 10 – May 15, 2004 enrollment 17 students
Fall 2005 enrollment 46 students

- A4. Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course is not for dual-level.

- A5. If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course will not be taken for variable credit.

- A6. Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

sponsorship and the process of meeting organization and sponsor needs. Marketing concepts will be adapted to meet the specific needs of sponsorship and fund-raising campaigns and events. Legislation affecting sponsor and donor relationships will be examined, as well as the legislation affecting fund-raising ventures. Relevant management strategies will be examined. Trends, issues and innovations in fund-raising and sponsorship will be explored.

**The George Washington University
SPMD 717 - Sponsorship**

The success of your organization's sponsorship programs depends on the ability to plot and negotiate win-win deals for both – your organization and the organization you are negotiating with. This course discusses strategies for building more effective, more profitable, and more sustainable sponsor relationships. At the end of this course, you will be prepared to:

- Apply marketing theories to sport events and properties
- Target corporate prospects and develop customized sponsorship and endorsement proposals
- Effectively negotiate and service sponsorship contracts
- Promote and sell sport events and products.

**Temple University
Sponsorship and Fundraising**

- Conduct effective sponsorship and fundraising research.
- Develop a strong sponsorship and fundraising case.
- Produce effective and unique sponsorship and fundraising proposals.
- Solicit more sponsorships and gifts.
- Cultivate sponsors and donors (major gift cultivation).
- Provide valuable services and benefits to sponsors and donors.
- Evaluate sponsorship and fundraising strategies to measure results.

A7. Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

No.

Section B: Interdisciplinary Implications

B1. Will this course be taught by instructors from more than one department or team taught within the department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course will be taught by one instructor from the Department of Hospitality Management.

- B2. What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

The content of this course does not overlap with any other at the University.

- B3. Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross-listed.

Section C: Implementation

- C1. Are faculty resources adequate? If you are not requesting or have been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources are adequate.

- C2. What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

No other resources will be needed to teach this course. Current resources are adequate.

- C3. Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No grant funds are associated with this course.

- C4. How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters.

One section per academic year will be offered.

- C5. How many sections of this course do you anticipate offering in any single semester?

One section of this course will be offered in any single semester.

- C6. How many students do you plan to accommodate in a section of this course?
What is the justification for this planned number of students?

This course will accommodate 50 students.

- C7. Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits or parameters for this course.

- C8. If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course does not include the use of distance education.

Section D: Miscellaneous

Include any additional information valuable to meet reviewing this new course proposal.
No additional information is necessary.

> H. Negotiation with Potential Sponsors (4 hours)
>
> 1.. Payment arrangements
> 2.. Contra sponsorship
> ----- Original Message ----- From: "Stephen B Shiring"
> <sshiring@iup.edu>
> To: <sharma@iup.edu>
> Cc: <gailsech>; <cczoni>; <jmiller>; <lsulliva>; <tvandyke>
> Sent: Sunday, April 08, 2007 1:05 PM
> Subject: Request for support for SOR from Hospitality Management
>
>
>> Dr. Varinder Sharma
>>
>> The Department of Hospitality Management has submitted a syllabus of
>> record, HRIM 343 FUND-RAISING FOR SPECIAL EVENTS, to the UWCC for
>> approval.
>>
>> The UWCC recommends we request a letter of support/acknowledgement
>> from the Marketing Department for this course.
>>
>> I have attached a copy of the SOR for your review.
>>
>> In addition, the last meeting of the semester of the CWCC is on
>> April
>> 17 (for the May 1st Senate Agenda). They request an answer by noon
>> of
>> April 16th at the latest for the course to be included in the next
>> catalog.
>>
>> Thank you
>>
>> Stephen
>>
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>>
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