

Course Sponsoring and Public Relations	
Course Number	7932
Exam Number	7932
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Course Responsibility	Prof. Dr. Jens Cordes
Prerequisites for Participation	None
Content	The course is about how to find sponsors in a systematic way by applying the management process. Thus, the probability rises to convince companies to act as sponsors. The course also highlights the integration of sponsorships into the company's communication policy. Additionally, the role and instruments of public relation activities of companies will be discussed.
Target Competencies	<p>Students know and understand the theory of creating a sponsoring concept. They develop solutions to the problem of convincing companies to become a sponsor. Students communicate and cooperate with their fellow students in order to create a sponsoring offer as a team.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the presentation (sponsoring offer).
Basic Literature	Script offered by lecturer