University of Iowa students can take a three-credit Spring semester course that involves work for the Iowa Energy NBA Development League team!

Check out the details below:

- Two trips to Des Moines to meet with Iowa Energy staff and experience Iowa Energy games

- Work on actual projects for the Iowa Energy related to promotions, marketing and sales

- Sell tickets and compete to reach/exceed a sales quota

- Present a fully-developed theme night to the Iowa Energy that the organization will consider implementing – this includes developing ticket packages, a marketing plan, sponsorship possibilities, and more

- Excellent resume material!

- Network with pro basketball executives and show your talents to the D-League team that’s owned by the Memphis Grizzlies – one graduating senior was hired for a FULL-TIME JOB by the Energy after last Spring’s class ended. This class serves as a great way to open the door for future internships or employment with the Energy

- Course helps satisfy the Sport & Recreation Management field experience requirements for graduation, but ALL interested students from ANY major are encouraged to apply!

- Application process required – see below for application details and deadline!
Dan Matheson, Lecturer and Director of the Sport & Recreation Management program, will be the instructor. Dan was previously the New York Yankees Director of Baseball Operations and NCAA Associate Director of Enforcement. Dan has led successful Summer practicum courses to work with the Chicago Blackhawks, San Diego Padres, Cedar Rapids Kernels, and more, and is now applying that same successful model to a Spring semester practicum course. The practicums have helped several students find their first jobs as a direct result of their work during the practicums; one student each year has been hired – in 2013 with the Padres, in 2014 with the National Sports Forum, in 2015 with the Blackhawks, in 2016 with the Iowa Energy – because of the opportunities to work with those organizations during Summer or Spring practicums.

Course will meet in classroom twice per week – but you will need to plan time to work outside of class with your project team.

Trips to Des Moines will be day trips (no overnight stay) and are covered by the course fee.

NO text book to purchase! Course fee of only $144 includes two round trips to Des Moines, admission to two Iowa Energy games and cost of printing professional-quality reports for the Iowa Energy.

Students will be broken into project teams and meet with Iowa Energy staff in January to receive the challenges that they will work on throughout the semester. Course ends in early April after final presentations.

Class size is limited! Due to high demand, students will be required to apply for acceptance, just like an internship or job. In order to be considered, submit a cover letter and resume to Dan Matheson via email (daniel-matheson@uiowa.edu) NO LATER THAN OCTOBER 26! Your letter should:

- Explain why you wish to take the course
- Explain what you can offer in terms of experience, expertise, relevant course work, work ethic and/or any other qualities that you believe will contribute to success in the course. Desirable qualities for this experience include strong communication skills (public speaking/presentation and writing/editing), tireless work ethic, unyielding attention to detail, ability to work effectively with teammates, dependability, maturity, creativity and an interest in performing market research.
- Students from all majors are encouraged to apply! Need one or two Graphic Design students, who will handle development of all creative materials. The rest of the class can be from any major.

GPA and coursework may be reviewed and taken into consideration during application process.

Finalists may be asked to interview for a seat in the course.

Students selected for the course will register for SRM:4197:0008 and pay the course fee as usual through UBill.

Contact Dan Matheson (daniel-matheson@uiowa.edu) with questions.

Submit application materials (see above) to Dan Matheson – Deadline is October 26.