The three-credit Fall Semester guided field experience course allows University of Iowa Students to learn about and consult with the Iowa Games!

COURSE CURRICULUM

• Students will conduct market research and develop solutions through a consultation project that will be presented to Iowa Games staff for possible future implementation.
• The consultation project is expected to focus on event promotions, marketing strategies, and event enhancements to increase Iowa Games participation.
• Students will develop and refine skills in market research, analytics, writing, public speaking, presentation skills, group work, and professionalism.

The mission of the Iowa Games is to provide sports and recreation opportunities for all Iowans through Olympic-style festivals, events and programs.

The Iowa Games began in August, 1987 as a weekend event, featuring 16 sports and 7,104 participants (nearly a record number at that time for a first-year state games). For the first time, weekend athletes, school children and senior citizens could experience the thrill of great performances and satisfaction of doing their best in a statewide Olympic-style competition.

COURSE DETAILS

• Course will meet on Tuesdays and Thursdays from 2:00-3:15pm.
• The Iowa Games practicum provides students relevant career experience and is an outstanding addition to a student’s resume.
• Students will have the opportunity to network with Iowa Games staff which may lead to future internships or employment opportunities within the sports, non-profit, and business industries.
• The Iowa Games practicum qualifies for Sport & Recreation Management field experience, which is a requirement for graduation. However, ALL interested students from ANY major are encouraged to apply.
• This course fulfills the internship requirement for the Event Management Certificate or can be used as an elective if certificate students have used EVNT:2100:0001 to satisfy their certificate internship requirement.
• SRM practicums have helped several students secure their first job as a direct result of their work in a practicum course.
• Interested students must formally apply to participate in the Iowa Games practicum. Application details and deadline are provided below.
• The Iowa Games practicum does not require students to purchase a textbook or charge additional course fees.

OTHER DETAILS
• Class size is limited! Due to the high level of responsibility to the client, students will be required to apply for acceptance using a process similar to an internship or job.
• For priority consideration, submit a cover letter and resume to Jeremy Parrish via email (jeremy-parrish@uiowa.edu) by Friday, March 15, 2019. Each student’s cover letter should address:
   why you wish to take the course.
   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 practicum 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 including students in major programs such as Analytics, Graphic Design, Business Administration, and Communications.
• GPA, coursework, and a student’s UI behavioral and misconduct record may be reviewed and taken into consideration during the application process.

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires a reasonable accommodation to participate in this program, please contact Joan Seye, 319-335-9495.

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. The university also affirms its commitment to providing equal opportunities and equal access to university facilities. For additional information on nondiscrimination policies, contact the Director, Office of Equal Opportunity and Diversity, The University of Iowa, 202 Jessup Hall, Iowa City, IA, 52242-1316, 319-335-0705 (voice), 319-335-0697 (TDD), diversity@uiowa.edu.

Contact Jeremy Parrish (jeremy-parrish@uiowa.edu) with questions!