This guided field experience course allows students to work with Iowa Speedway Marketing, Sales, and Communications staff on various race-day experiences. Also, the practicum culminates with a research-based proposal and project presentations to Iowa Speedway staff. The 3 S.H. course takes place during portions of the 12-week summer session that concludes on August 6.

The Iowa Speedway, “The Fastest Short Track on the Planet,” is a state-of-the-art 7/8 mile asphalt paved tri-oval racetrack and motorsports facility designed by NASCAR Hall of Famer, Rusty Wallace. NASCAR purchased the facility located in Newton (between Des Moines and Iowa City) in 2013.

Practicum Details: The practicum begins on June 8 and will meet for full days June 8-11 (exact times to be determined). Further tentative class schedule includes meetings on July 13-15, July 27-29, and August 2-5. On August 5, students will present research project results and recommendations to Iowa Speedway staff. The practicum will also hold a few research project checkpoints throughout the summer on an as needed basis.

Students will assist in execution of spectator experiences and delivery of customer service during three of the six race days. Students will also attend one Iowa Speedway race day as a spectator. The 2020 Iowa Speedway calendar includes races on June 12-13, July 17-18, and July 31-August 1.

Applicants selected for the course will register and pay for three summer credit hours at the University of Iowa. Registration in the course will also require a course fee of approximately $200. The fees pay for transportation costs between Iowa City and Newton as well as some meals.

The Iowa Speedway practicum helps SRM students satisfy the SRM field experience requirement for graduation.

This course can also be used by Event Management Certificate students to satisfy the internship requirement or as a focused elective (if Internship in Event Planning is taken to satisfy the internship requirement).
**Student Outcomes:** Selected students will gain the following experience through the Iowa Speedway practicum:

- Delivery of front-line customer service at a sport event.
- Oversight and delivery of fan activities and brand activations to enhance the spectator experience.
- Execution of sales calls to gain confidence in ticket sales.
- Development of research-based recommendations to enhance spectator experience at the Iowa Speedway.
- Development and delivery of presentation outlining project recommendations to sport and recreation management industry professionals.

**Desirable Characteristics:** Interested students who possess or aspire to refine the following characteristics and skills are encouraged to apply.

- Energetic and outgoing personality.
- Entrepreneurial mindset, creativity, and ability to develop solutions with limited resources.
- Proficiency in Microsoft Office and a desire to learn design and publishing software such as Adobe Creative Suite.

**Application:** Due to the limited course size and anticipated demand, students must apply for consideration for enrollment in the course. Interested students must submit a cover letter and resume to Anna Jensen via email at anna-jensen@uiowa.edu by February 14, 2020. In the cover letter, students should explain:

1. Why the student wishes to enroll in the course.
2. What skills, knowledge, or experience will contribute to the student’s success in the practicum.
3. The student’s interest or career aspirations in the sport and recreation industry.

A student’s GPA and completed coursework will be reviewed and taken into consideration during the application process. Students selected for the course will register for SRM:4197:0003 and pay the course fee (approximately $200) through U-Bill.

*Previous knowledge of or experience in motor racing is not required.*

*Students from all majors and programs are encouraged to apply.*

Contact Anna Jensen at anna-jensen@uiowa.edu or (319) 335-9179 with questions.