The University of Iowa Sport and Recreation Management is pleased to offer a summer practicum course with the NASCAR-owned Iowa Speedway for the 4th straight year!

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.

This practicum course opportunity will allow students to work side by side with Iowa Speedway Marketing and Communications staff on various race day projects and culminates with research project presentations to Iowa Speedway staff at the end of the course. The 3 semester hour course will be held during portions of the 8 week summer session that begins June 11th and concludes on August 2nd.

“All in all, this was one of the best experiences I have had and would recommend that anybody in the sport and recreation management program that has an interest in event management or marketing take this course”

“This opportunity to work with an actual professional sport organization and hands on with professionals in the sport industry was very beneficial”

“I can say with confidence that each person that took the course with me is now one of my friends and if I ever need anything, they’re just one message away.”

-Student testimonials from Summer 2017
Further Course Information

The class begins on June 12th and will meet for a full day on June 12th, 13th, & 14th (exact times to be determined). Class will also meet July 31st, August 1st, August 2nd & August 3rd. On the 2nd, students will present final research project findings to Iowa Speedway executives (many student recommendations have been implemented over the years!!!). We will also hold a few research project checkpoints/meetings throughout the summer to be scheduled as course comes together.

Students will be expected to help carry out marketing projects during 3 of the 6 race days and experience the track one race day as a fan. Race day options include June 16, June 17, July 7, July 8, July 27 & July 28.

Students 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 $196. The fees pay for transportation costs between Iowa City and Newton as well as some meals.
Due to demand, students will be required to apply for acceptance. In order to be considered, submit a cover letter and resume to Clint Huntrods via email (clint-huntrods@uiowa.edu). Your letter should:

- Explain why you wish to take the course
- Detail 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 these experiences include strong communication skills (public speaking/presentation and writing/editing), work ethic, attention to detail, ability to work effectively with teammates, dependability, maturity, creativity and an interest in performing research projects focused on event management, fan experience, corporate sponsorships, and sport business market studies.
- GPA and coursework may be reviewed and taken into consideration. Finalists may be asked to interview for a seat in the course.

Above: Tweet & group picture from the Iowa Speedway about the 2016 Practicum Class.
Below: 2015 Iowa Speedway Practicum class group picture on the finish line.
Application deadline is February 18th. Apply early for your best chance to be selected. Students from all majors are encouraged to apply. If you have questions, please reach out to Clint Huntrods (clint-huntrods@uiowa.edu).

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 in order to participate in this program, please contact Anna Jensen in advance at 319-335-8455. 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
Pictures from 2016 Practicum Course:

Adam Stevens (center right) was hired for a full time position upon graduation in May 2017 following his work in the 2016 Iowa Speedway Practicum course.
Above: Group picture in turn 4. Below: Race rain delay so students are passing the time learning about technology & fan engagement in the sports business world from MeetBall executives.
Above: Students helped young race fans test out some science experiments ahead of the race. Right: Students helped run a bags tournament each race weekend. Below: Taking a tour of the race track including the top of the press box.
Below: All smiles after final presentations!
Above: 2016 Practicum class group photo on the finish line wall.