The University of Iowa Sport and Recreation Management is pleased to offer a summer practicum course with the NASCAR-owned Iowa Speedway for the 5th straight year!

This practicum course opportunity allows students to work side by side with Iowa Speedway Marketing, Sales, 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 10th and concludes on August 1st. 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.

Student Testimonials from 2018:

- “You’re able to learn in a hands-on way that isn’t matched in the classroom setting.”
- “I believe that this experience was extremely beneficial to me and my future goals. I want to work in professional sports someday, and this experience was great for both my résumé and my skill development.”
- “You can’t get this type of experience from a regular classing, reading text out of a book for a class is one thing but taking part in this type of practicum makes you apply what you’ve learned in a real life manner and that’s why I think this experience was so beneficial. This class pushed me the hardest I have ever been pushed in terms of putting a proposal together and detailing it step-by-step.”
- “Classes like these are the reason I chose to go to Iowa as they will make me a better candidate for future employment in the sports world. These marketing projects are exactly the kind of thing I hope to work on someday, and this experience makes all the difference.”
- “I believe that the experience at the Speedway was a great way to get a professionally understanding of how the sports industry works.”
Further Course Information
The class begins on June 11th and we will meet for full days on June 11th, 12th, 13th & 14th (exact times to be determined). Further tentative class schedule also includes meetings on July 16-18, 22-26, 29-31 and August 1st. On the 1st, 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 15, June 16, July 19, July 20, July 26 & July 27.

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.

**Application deadline is February 15th.** 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 above from previous Iowa Speedway Practicum Classes*
More Student Testimonials from 2018:

- “I absolutely believe this experience of working with an actual professional sport organization on real projects during this course was beneficial to me in helping me grow as a professional. Having to prepare our deliverables and presentations in this professional of a manner was vastly different than a normal class, you really had to be prepared when it came to putting together your ideas and being able to back it up with data, this class helped me grow and become a better professional there is no doubt in my mind and prepared me well for any job I might have in the sports industry.”

- “This course gave students the experience of so many new events that they maybe wouldn’t get at other sport organizations. It has many unique aspects, especially with it being a part of NASCAR.”

- “Throughout the course of this practicum we all had the great opportunity to be able to meet many different sport industry professionals that not only work for Iowa Speedway but also with NASCAR and the IndyCar Series.”

- “Before this practicum, I did not really understand or even like racing, but this experience has given me a deeper respect and appreciation for the racing world.”

- “I always thought it would be a boring job with busy work but I really enjoyed that I got to be hands on and directly affect the way fans have their Speedway experience. I also thought it was great that we got to come up with a professional pitch that we gave this organization.”

- “This experience was beneficial in many ways and I hope that I have more in future experiences in the same realm.”

- “Getting real experience working with fans and working on real projects during the course was much more helpful then being in a classroom for hours learning about a sport organization tending to fans. Although that information is important, I learned more from experience with Speedway fans and how the Speedway approaches certain projects they are doing.”

- “I learned a lot of things that I never thought I would. This information will be helpful in the future because this has expanded my knowledge of different areas of sports and will help me be set apart from others who do not have a knowledge of racing.”

Student Testimonials from 2017:

- “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.”
Above: Tweets from the Iowa Speedway following the conclusions of 2016 & 2017 Practicum Classes.
Below: Part of the 2018 Iowa Speedway Practicum class in the Speedway frame in Turn 1.
Below: 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.
Very Top Picture: 2016 Practicum Class on the Finish Line Wall after final presentations
Above Right: Two students work to deliver bags tournament for fans on race day.
Above: 2018 Practicum Class on top of press box during the first day tour.