The University of Iowa Sport & Recreation Management Program is pleased to offer a summer practicum opportunity with the Iowa Wild again in 2018!

The Iowa Wild (AHL Affiliate of the Minnesota Wild) is a league leader when it comes to business development. During the 2018 4-week summer session, UI students can take a three-credit summer course that includes hands-on sales and marketing projects in conjunction with the Iowa Wild organization.

During this class, the Wild is tasking the practicum class to work on:

- Developing new outside of the box events, marketing initiatives, and promotional ideas
- Working to find new ways to convert previous single game buyers into multiple game buyers
- Discovering market research information to improve sponsorships
- Mapping out ways the Wild can engage the Central Iowa community through events and promotions
Details:
- Course will take place during a portion of the 2018 4-week summer session (May 15th – June 7th) – exact course required dates are still to be determined
- Students selected for the course will register and pay for three summer credit hours at the University of Iowa. In addition to course tuition, students selected for the course will be required to pay a course fee of approximately $500 – this amount includes housing, travel and meals
- Students will spend time in Des Moines working side by side on projects with the Iowa Wild front office staff and also work with their group on a consulting project that will be presented to the Wild to conclude the class – many practicum student ideas have been implemented for the 2016-2017 Iowa Wild season!
- The Iowa Wild is an Ultimate Toolkit subscriber and follows closely with sales pitches and techniques. Students who have are enrolled in or have completed the Sales in Sport course will be considered highly as they will have a head start on day 1 when it comes to understanding some of Wild sales & marketing techniques/philosophies
- Students from all majors are encouraged to apply

Pictures left and below are from 2017 Iowa Wild Practicum course student presentations to five Iowa Wild Executives.
Testimonials from 2017 Practicum Course

“The course was a perfect opportunity to put what we have learned in the classroom to action and see firsthand how it applies to the real world.”

“I think the most beneficial experience was when the Wild executives gave us feedback on our projects…. It gave us a taste of what goes on in the sports industry every day.”

“Working with Iowa Wild professionals was beneficial because they were able to help us to understand what it takes to work in the sport business world and it also helped us build professional relationships we can use later in life.”

Further Information
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 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 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 for a professional sport organization.
- GPA and coursework may be reviewed and taken into consideration.
- Finalists may be asked to interview for a spot in the course.

❖ 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 any questions, please reach out to Lecturer 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 2017 Iowa Wild Practicum Course

*Above:* Students work on overcoming objections through mock scenarios lead by Senior Director of Sales Brent Arnold. *Below:* Students working the phone lines as they pursue flex ticket package sales. Matteson working the lucky stick to try to bring on some hot leads.
Above & Below: Students talk with fans about their past game experiences and discuss ticket options for the upcoming season.
Above & Below: Students enjoying some downtime during the day at the University of Iowa Des Moines campus recreation room.
Pictures from 2016 Iowa Wild Practicum Course

Above: Students gather for a picture with UI Alum Ben Rector, Wild Account Executive who helped with course and Wild flag. Below: Director of Business Development AJ Tomeny who is now Manager of Ticket Sales for the Minnesota Wild organization shares about the work culture and philosophies of the Iowa Wild.
Above: Students enjoy a beautiful summer day working on the Embassy Suites patio overlooking downtown Des Moines. Below: Wild VP Brian Mather shares secrets to success in sales and sport business while students take a break from making sales calls.
Above & Below: Students present final projects to Iowa Wild executives.
Above & Below: Students make sales calls as part of the sales project students worked on for the Wild.
Above & Below: Students take a few minutes off from preparing for final presentations by playing a game of SauceToss at the University of Iowa PappaJohn Center for Higher Education located in downtown Des Moines.