The Iowa Wild (AHL Affiliate of the Minnesota Wild) is a league leader when it comes to business development. During the 2019 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 through sales calls
- 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 2019 4-week summer session (May 18th – June 5th) with 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 during future seasons.
- Students from all majors are encouraged to apply
The University of Iowa Sport & Recreation Management Program is pleased to offer a summer practicum opportunity with the Iowa Wild again in 2020!

Testimonials from Previous Practicum Courses

- “Overall I loved the course and would do it again in a heartbeat if I had the chance.”
- “The most beneficial experience of this class to me was the sales experience. Many careers start by selling, and to get those jobs one is often required to have sales experience. There is little you can do to replicate calling another person on the phone and trying to get them to buy something right then and there in a classroom.”
- “This was a great practicum and I learned a lot about what it is like to work for a sports organization and had a lot of fun doing it. I would definitely recommend it to other students.”
- “The group project was so enlightening to me as it was the first time I have ever worked with sponsorship, marketing schemes, or any type of real world application. It was an unreal experience looking out to see the skyline of Des Moines from our group’s conference room. Being assigned an assignment like this gave me so much confidence as not only a student, but a professional.”

The Iowa Wild is an Ultimate Toolkit subscriber and follows closely with sales pitches and techniques originated by Spoelstra & DeLay. Students who have are enrolled in or have completed the Sales in Sport course (SRM:3175) will be considered highly as they will have a head start on day one when it comes to understanding some of Wild sales & marketing techniques/philosophies.

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 (anna-jensen@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 21, 2020 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 (anna-jensen@uiowa.edu).
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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 the 2018 Iowa Wild Practicum Course
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Above: Catch Des Moines representative Laura Briggs talks with the class about the tourism and sport business scene in Central Iowa. Below: The 2018 Practicum class poses for a picture with the downtown Des Moines Skyline in the background.
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More Testimonials from Previous Practicum Courses

- “I thought that working with an actually professional sports team really helped show me what the real sports business world is like. The feedback they gave us on our proposal was real and it helped me gain experience for the future. I think that this was the most beneficial thing of the course....This practicum gave me a real glimpse into what the real world is like while also having the safety net of a class.”

- “I really enjoyed this experience and I would truly recommend it to anyone else looking for a field experience opportunity. I met some of my best friends during this experience. I also made connections that will help me later down the line when I am searching for jobs.”

- “I think the most beneficial experience I had in Des Moines was making connections and friendships with people I might not have if it weren’t for this practicum. Being fully immersed with each other was such an amazing experience as it was so different than any other course I have ever taken. I have made some lifelong friendships and connections. For that, I am forever thankful. I also gained a lot of knowledge about how the sport industry works. It is knowledge I would not have gained in a typical classroom setting. I learned how to work your way up in the industry.”

- “I believe that the most beneficial experience the past three weeks was getting an inside look at the operations of a professional sport organization.....until you truly witness a piece of the operations in a sports organization, it is impossible to begin to understand the smallest bit of the way things function.”

- “I could not be more thrilled with my experience and am very grateful to have had this incredible opportunity!”

- “This practicum class taught me more about working in a group than any other class or experience I have had before. The high intensity of a project like this made me learn how to deal with getting loads of work done and the pressure that goes along with that.”

- “Just being able to talk to the sales reps for the Iowa Wild and being able to make sales calls was really beneficial to me because that is what I want to do. I want to get into sports sales and being able to get that hands-on experience working alongside an organization that is known for how well they do is really great.”

- “I learned so much from taking this course and I will take things I learned in this course with me for my future life and my career.”
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MORE PICTURES FROM PREVIOUS IOWA WILD PRACTICUM COURSES
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Testimonials from 2017 Practicum Course

- “This practicum is super beneficial for anyone who is working in the sports industry or wishes to work in the sport industry. Getting hands-on experience is a great way for students to get a taste of the real work world.”
- “Seeing what the Wild organization does on a daily basis and how they function was interesting and informative”
- “It was a hands on course where you learn as you go”
- “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.”
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