Building from the success of the John Deere Classic practicum, University of Iowa students can take a three-credit spring course that involves sport business consulting for the Solheim Cup that will take place at Des Moines Golf Country Club in 2017!

The Solheim Cup is the premier LPGA match play event that is played every two years between teams of the top female professional golfers from the US versus those from Europe. Tournament executive staff will task students with projects related to sport business and the execution of this world-class travelling LPGA event. Two potential projects include:

- Researching and recommending ways to market an international traveling event in Central Iowa and regional markets.
- Plan and host an event in Des Moines showcasing the event and its attractions.

Check out the details below:

- Course will involve a “boot camp” session the week before classes for the Spring 2017 term (Jan. 9 – 13) and the expectation is there for a weekend in Des Moines to produce the event in the early golf season (late March – April).
- Class meeting times will typically be full days during boot camp and the singular commitment on the weekend trip.
- Students will work directly with Solheim Cup staff at the beginning of the course to learn about project specifics before conducting research and developing recommendations, which will be presented to the tournament staff at the conclusion of the course.
- 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 Packy Moran via email (Patrick-moran@uiowa.edu). The deadline to submit your application is October 26, 2016. Your letter should:
  o Explain why you wish to take the course.
  o Explain 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.
  o GPA and coursework may be reviewed and taken into consideration. Finalists may be asked to interview for a spot in the course.

• Students selected for the course will register and pay for three summer credit hours at the University of Iowa. The course fee for this practicum will be approximately $325. The fee pays for transportation costs during the project which include trips to and from Des Moines Country Club golf course for meetings with the Solheim Cup executive team and more. The weekend of event production in Des Moines will have room and board covered. Some meals during the practicum are also covered.

• Students from all majors are encouraged to apply.

• Packy Moran, Lecturer in Sport and Recreation Management at the University of Iowa will lead the course. In addition to the fall 2016 John Deere Classic Practicum, Packy has worked on the faculty team involved with the San Diego Sport Business Practicum for 6 years. He has assisted in presentations and the consulting process on several University of Iowa practicums. Contact Packy (patrick-moran@uiowa.edu) with questions.

• Remember the deadline to submit an application is October 26th, 2016!

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 Packy Moran in advance at 319-335-9340.

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