For the first time during the Fall Semester, University of Iowa students can take a three-credit course that involves sport business consulting for the John Deere Classic PGA tournament!

The John Deere Classic executive staff will task students with projects related to sport business and the execution of a world class PGA event. Two potential projects include:

- Building a strategic recruitment and retention plan to maintain the more than 2000+ member volunteer base.
- Ticket packets and sales lead generation in the greater Midwest region.

Check out the details below:

- Course will take place during the Fall Semester.
- Class meeting times will 2-3:15, Tues/Thurs.
- Executives from the John Deere Classic will present project specifics at the beginning of the course. Students will conduct research and develop 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.

Students in 2015 worked on a project to expand, promote and market the Greenside Club, which sits adjacent to the 18th green where Jordan Spieth won his second John Deere Classic title in a playoff.

John Deere Classic Practicum is now also available Fall 2016!
• In order to be considered, submit a cover letter and resume to Anna Jensen via email (anna-jensen@uiowa.edu). The deadline to submit your application for full consideration for the Fall Semester is April 10, 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 the John Deere Classic Practicum will be approximately $100 (to be finalized before the application deadline.) The fee pays for a pizza dinner during the spring semester in Iowa City with students in all practicums, transportation costs during the project which include trips to and from TPC Deere Run golf course for meetings with the John Deere Classic executive team and more. Some meals during the practicum are also covered.

• Students from all majors are encouraged to apply.

• Anna Jensen, Director of the Office of Field Experience in Sport and Recreation Management at the University of Iowa will lead the course. In addition to the John Deere Classic Practicum, Anna has worked on the faculty team involved with the San Diego Sport Business Practicum for 6 years and also leads the Iowa Athletics Fans First Practicum. Contact Anna Jensen (anna-jensen@uiowa.edu) with questions.

• Remember the deadline to submit an application for full consideration is April 10th, 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 Anna Jensen in advance at 319-335-8455.

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