San Diego Sports Consulting Practicum

Sport Business Practicum Course
– Summer 2016

University of Iowa undergraduate students can take a three-credit summer course that includes two weeks in San Diego doing projects for organizations such as the San Diego Padres and Farmers Insurance Open.

Check out the details below:
- The San Diego Practicum will begin meeting on or around June 6 in Iowa City and conclude on or around June 25 in San Diego (precise dates to be finalized prior to the course, but any difference in dates will be just one or two days).

- During the first week of each course, students will be in Iowa City performing projects for organizations such as Hawkeye Sport Properties or the Cedar Rapids Kernels (Minor League Baseball affiliate of the Minnesota Twins). Any necessary transportation to and from Cedar Rapids or other locations for such projects will be provided by the University of Iowa (alternative organizations may be substituted for the Kernels depending on various factors, but students will complete one project for a nearby sport organization during the first week).

- San Diego Practicum students will arrive in San Diego on or around June 14 and join forces with students and faculty from Ohio University and DePaul University (approximately 35-40 students total) as well as graduate students from Ohio University and Deakin University in Australia. The graduate students serve as project liaisons and are a valuable source of structure, ideas and networking.

- The University of Iowa instructor for the San Diego Practicum course will be Packy Moran, Sport and Recreation Management Lecturer. In San Diego, students will work with Moran, as well as faculty from
Ohio University’s renowned Sport Administration program and DePaul University’s Sport Business program. Instructors will be with you every step of the way as their focus is your experience and the delivery of value to clients in San Diego.

- In San Diego, students will be broken into project teams and receive a business challenge from sports executives from one of several San Diego organizations. Probable organizations will include the San Diego Padres, Aztec Sport Properties, Farmers Insurance Open, Connexions Action Sports Marketing Agency, Competitor Running Group, National Sports Forum, and San Diego Hall of Champions. More organizations could be added or substituted (all of the organizations listed above participated last year). Each project team will work together to research the San Diego market and develop recommendations designed to help the clients achieve their business objectives. Each team will make a final presentation of recommendations to the client.

- In San Diego, students will stay in college dormitories with dining hall meals during the stay (University of San Diego). USD is on a hill overlooking Mission Bay and has an award-winning dining hall.

- Class sizes are 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). 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 these experiences 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 seat in the course. Last year there were 80-plus applicants for a total of 34 available seats, so the competition for these Practicums is no different than applying for internships and jobs.

- The deadline to submit your application for consideration is February 19, 2016.
Dozens of Iowa students have been through the Practicum experiences. Some highlights from previous summers include:

- Following the 2013 San Diego course, a graduating Iowa senior who was in the course was hired by the Padres sales staff.

- Following the 2014 San Diego course, a graduating Iowa senior was hired by the National Sports Forum, which was the client he worked for in San Diego, one week after the Practicum ended. He is now working for the AHL’s Bakersfield Condors in Corporate and Ticket Sales.

- The Padres Group Sales department implemented one of the recommendations from a student team in 2013.

- Iowa students who have gone through the courses unanimously praise them as one of the top experiences of their college careers. Below are excerpts from student reflection papers following the courses:

  - “A very beneficial experience from this class was all of the connections I made throughout this trip. I never expected to become as close as I did with the rest of the class. We became a big family and I know I can count on them forever. We are already planning a reunion.”

  - “I do believe that the course fee was worth the amount of experience I gained. Not only did I gain everything I hoped for in regards to experience and education but I also gained great friends. I thought the lodging was great and the food was good and I still had money left on my dining hall card at the end without having to eat out somewhere every day.”

  - “The most beneficial experience for me personally was seeing my improvement from my initial presentation to the final presentation at Petco Park.”

  - “It was an amazing, life changing experience that I will cherish for the rest of my life. Personally, I feel getting hands on experience is 10 times more beneficial than anything you can learn from a book. Also, having to present to some ‘big leaguers’ was very overwhelming but a huge accomplishment. I can now say that I created, prepared and presented to some major league baseball executives and that’s an achievement.”

  - “Networking is one of the things that I did very well throughout the two weeks in San Diego. I feel that I did very well with approaching all of our guests, contacts, and instructors to introduce
myself and exchange contact information. I believe that I was able to connect with these contacts and gain valuable information and build rapport quickly with them. I plan to remain in contact with many of these professional contacts through phone calls and emails with informational interviews to continue to build my rapport with them. These contacts are sure to be a valuable resource for me in the future.”

- 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. The course fee for San Diego will be approximately $2,350 (to be finalized before the application deadline). The fees pay for housing costs, most ground transportation costs (once checked in at USD), a dining hall card, and transportation in Iowa for the project during the first week. In San Diego, the course fee will also cover tickets to San Diego Padres games attended by the group and a San Diego Padres polo shirt and a sports business networking dinner (students will be required to arrange and pay for their own transportation to and from San Diego).

- Students from all majors are encouraged to apply. The context of sports will be delivered throughout the project. The critical thinking ability to read and understand, ask good questions and be creative in application are the most important qualities in participants.

- Follow this link to read an article about the San Diego Practicum that appeared in a recent University of Iowa publication: [http://now.uiowa.edu/2013/01/stepping-their-game](http://now.uiowa.edu/2013/01/stepping-their-game)

- Contact Packy Moran (patrick-moran@uiowa.edu) with questions. We’re eager to receive YOUR application!