Sport Management Program
BS.SMT
Student Handbook

2017-18 Academic Year
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## PROGRAM ASSESSMENT
Welcome to the Department of Health, Human Movement, and Sport at Castleton University. There are four majors available through the department: the Bachelor of Science in the Practice of Physical Education (BS.PPE), the Bachelor of Science in Athletic Training (BS.ATR), the Bachelor of Science in Health Education (BS.HED) and the Bachelor of Science in Sport Management (BS.SMT). This handbook was developed to introduce you to Sport Management program at Castleton University.

The General Education courses are your primary emphasis during the freshman year. Be sure to consult this with your advisor prior to registration in both the fall and the spring for courses you should take in General Education. There are specific courses that may count for both General Education and your Sport Management major. Because of the specialized nature of the field, it is important for you to be assigned a Sport Management advisor as soon as possible. Please come to Glenbrook Gym and introduce yourself to the faculty.

The BS.SMT program at Castleton has been organized to develop well-rounded and well-prepared students that will represent themselves and Castleton in the Sport Management field. To thoroughly prepare students, the curriculum and course-work have been designed through the theoretical backdrop of experiential education. Our program incorporates multidisciplinary and interactive coursework, service-learning and practical experiences. We believe that our program will allow students to develop the necessary skill sets and abilities to thrive in the job market or at graduate school.

At the end of this handbook, you will find a checklist of items that need to be accomplished each year in order for you to be prepared for your Sport Management Internship. The items are explained in the handbook or can be clarified by your advisor. Take time now to read through the handbook. Then be prepared for four years of learning, challenge, accomplishment and fun!

Introduction to Sport Management

The business of sport has grown exponentially over the last 40 years. This explosion of financial growth has also spawned a need for special training to operate, manage and staff the various opportunities within the booming sport and recreation industry. The sports management academic discipline has recognized a similar growth pattern over the last 40 years (Weese, 2002). Since the implementation of the first sports management program at Ohio University in 1966 (Masteralexis, Barr, & Hums, 1998; Parkhouse, 1996) there have been over 300 new programs created according to the North American Society for Sport Management website. The sports and recreation field has a projected job growth of 22%, which ranks it 7th on the industrial growth list for the year 2020 (NLB, 2006). While the trend for job placement increases, so does the competition for each available position. Both regionally and nationally, the educational and experiential activities of job-seekers increase each year.

The trend in collegiate sports and recreation administration/management programs is to design a program within the framework of the North American Society of Sport Management (NASSM) and the National Association of Sport and Physical Education (NASPE) standards for accreditation. At Castleton we believe that a multidisciplinary approach using physical education, business, communication and economics courses to meet the needs of our students and the NASPE/NASSM standards provides our students with a thorough understanding of the field.
Content areas for the curriculum in Sport Management include:

- Psycho/Socio/Cultural Dimensions in Sport
- Strategic Management and Leadership in Sport
- Ethics in Sport Management
- Legal Aspects of Sport
- Athletic Event Management
- Facility Management/Fitness Center Management
- Marketing & Communications in Sport
- Budget and Finance in Sport
- Governance/Compliance in Sport

Potential Careers in Sport Management

One of the most commonly asked questions by students is: “What type of jobs are available with a Sport Management degree?”

In general, the sport industry is divided in commonly recognized segments. Graduates of the BS.SMT program often pursue careers within the following industries:

- Professional sport
- Intercollegiate athletics
- Interscholastic athletics
- Voluntary athletic associations such as the National Collegiate Athletic Associations (NCAA) and high school athletic associations
- Promotions & marketing
- Health & fitness center management
- Athletic facility management
- Athletic event management
- Sporting goods retail operations
- Recreational sport

Within each of these segments, job opportunities exist ranging from governance, sales, marketing, box office management, player development, golf course management, accounting and finance, facility operations, operation of intramural sports, pool management, academic services for athletics, fitness club operations, outdoor recreation programs, compliance in college athletics, internet web design, sponsor development, special event coordinator, sports reporters, sports editors, sports information director, sport talk show hosts, and many, many more diverse and unique opportunities!
<table>
<thead>
<tr>
<th>NAME</th>
<th>TITLE</th>
<th>SPECIALIZATION(S) (for BS.SMT)</th>
</tr>
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<tbody>
<tr>
<td>Ms. Marybeth Lennox</td>
<td>Assistant Professor &amp; Sport Management Program Coordinator</td>
<td>Administration, Athletic Leadership and Strategy, Marketing, Legal, Ethics, Advancement, Facility and Event Management</td>
</tr>
<tr>
<td>Dr. Thomas Geisler</td>
<td>Assistant Professor &amp; Department Chairperson</td>
<td>Coaching Education, Leadership</td>
</tr>
<tr>
<td>Dr. Gail Regan</td>
<td>Associate Professor</td>
<td>Psychology of Sport/Sociology of Sport</td>
</tr>
<tr>
<td>Mr. Andrew Weinberg</td>
<td>Assistant Professor</td>
<td>Event Management, Service Learning</td>
</tr>
<tr>
<td>Mr. Bob Fredette</td>
<td>Part-Time Faculty</td>
<td>Sports Writing, Print Media</td>
</tr>
<tr>
<td>Ms. Tammy Landon</td>
<td>Part-Time Faculty</td>
<td>Fitness Center Management</td>
</tr>
<tr>
<td>Mr. Steve Lulek</td>
<td>Part-Time Faculty</td>
<td>Outdoor Education</td>
</tr>
<tr>
<td>Ms. Rebecca Alsop</td>
<td>Administrative Assistant</td>
<td>HHMS Office Management</td>
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Becoming a Professional in the Sport Management Field

Sport Management is a profession that encourages your individuality within the demands of a position of power and ethics. Your preparation to enter the profession requires that you acquire the skills, attitudes and values of successful professionals. The following are some guidelines to help you develop the ideals and standards of a consummate professional.

Professional Involvement:
Sport Management majors are expected to become professionally involved in campus organizations such as the Sport Management & Management Club (SMAC). You should plan to participate in your profession through volunteer activities such as the Green Mountain Senior Games, youth sport coaching, the Halloween celebration for Castleton children, and the Special Olympics. You are encouraged to join NASSM (National Association of Sports Management) and to attend the annual conferences in the May/June time frame of each year. Finally, you are encouraged to become involved as a professional through entry-level positions, internships, coaching and other leadership positions during the school year and summer.

Attire:
All students must wear proper attire when representing the program and themselves in off-campus activities related to the field. Students should also dress appropriately for club and professional development activities. Appropriate dress should minimally include a collared shirt (or Sport Management polo), slacks, and shoes/clean sneakers. No jeans, sweats, HATS, or sweatshirts should be worn at ANY time. No hats in the classroom.

Attendance:
Attendance in your professional courses and field experiences is MANDATORY. You are expected to behave in a professional manner, and reliability and timeliness are imperative to good professional practice. Failure to adhere to this policy may result in dismissal from the Sport Management program.

Academic Honesty:
“All students are expected to maintain the highest integrity in all their academic endeavors.” The Code of Conduct, definition of academic honesty, and procedures and penalties for violations can be found in the CSC Student Handbook. The Physical Education Department supports and enforces academic honesty. Cases of academic dishonesty will jeopardize your position in the Sport Management program.
Requirements for Bachelor of Science in Sport Management (BS.SMT)  
2017-2018 Catalog Year

Overview:  
The curriculum leading to the BS.SMT degree requires a minimum of 122 credits through two areas of study: General Education (frames) and Sport Management core/electives. A minimum cumulative GPA of 2.0 is required for all course work completed at CSC in order to graduate. A minimum cumulative GPA of 2.5 and a minimum major’s core GPA of 2.7 is needed in order to attend internship.

General Education:  
Fifty-four (54) credits in courses that meet the General Education goals are required for all students for a Bachelor’s degree. The goal of the General Education program is to prepare students to search for the meaning of a good life; to develop an awareness of the interaction between personal and societal values; to foster an appreciation of the interconnectedness of all things; to stimulate intellectual curiosity and promote life-long learning. The required courses help students to develop and learn to apply a variety of skills, including reading, writing, speaking, critical thinking, using the library, and practical computing. Courses that are required both in the student’s major and in the General Education requirements satisfy both areas.

Sport Management Core:  
The goal of the Sport Management program is to prepare students for careers in the field or graduate study. The program is designed to provide experiential education and a thorough knowledge base in business, Sport Management, communication, sociology and economics. During your studies you will be required to participate in numerous service-learning activities, hands-on seminars and an internship.

The major consists of 64-67 credits, which consists of 43 credits of required core coursework, 12 credits of a track, and a 9-12 credit internship.
Requirements for completion of the Bachelor of Science in Sport Management (BS.SMT)  
Catalog 2017-2018 Catalog

Required Core (44 Credits):
PED 1350  Introduction to Sport Management  (3 credits)
BUS 2020  Principles of Management  (3 credits)
ECO 2050  Microeconomics in a Global Context  (3 credits)
PED 2090  Principles and Practices of Coaching  (3 credits)
ACC 2101  Accounting I  (3 credits)
PED 2120  Psycho-Social Aspects of Physical Activity  (3 credits)
BUS 2230  Principles of Marketing  (3 credits)
PED 2470  Seminar in Sport Management  (2 credits)
PED 3130  Athletic Event & Facility Management  (3 credits)
 OR PED 2140  Fitness Center Management  
PED 3170  Seminar in Sports Information Practices  (3 credits)
PED 3160  Legal and Ethical Principles in Sport  (3 credits)
PED 3210  Sports Promotion  (3 credits)
PED 3821  Practicum in Sport Management I  (1 credit)
PED 3822  Practicum in Sport Management II  (1 credit)
PED 4110  Strategic Sport Management  (3 credits)
PED 4080  Governance of Sport  (3 credits)

Total Credits for the Core:  43 credits

Various SMT Track (options below)  (12 credits)
PED 4811  Internship in Sport Management  (9-12 credits)

Total Credits in the Major:  (64-67 credits)

TRACK OPTIONS:

Sport Management Track (12 credits)
BUS 2370  Business Communications
BUS 3131  Business Law I
BUS 3250  Org. Development and Behavior
BUS 3280  Human Resource Management and Applications

Sport Marketing Track (12 credits)
BUS 3060  Consumer Behavior
BUS 3210  Advertising
BUS 3272  Social Media Marketing
And one from:
BUS 2035  Content Marketing and Professional Networking
BUS 2320  Creative Selling and Sales Management
BUS 3245  Global Marketing

Sport Finance Track (12 credits)
ACC 3010  Accounting for Management Decisions
BUS 3131  Business Law I
BUS 3230  Financial Management
ECO 2040  Macroeconomics

Data Analytics Track (12 credits)
BUS 2XXX  Business Statistics and Analytics
CIS 3040  Databases
And choose two from:
BUS 3270  Data Driven Marketing
BUS 4030  Marketing Research
BUS 4530  Technical Project Management
CIS 2XXX  R Programming

Sport Communications Track (12 credits)
COM 1040  Media Writing
COM 1211  Introduction to Video and Filmmaking
COM 2150  Public Relations
COM 2220  Web Content and Site Development

Sport Broadcast Media Track (12 credits)
COM 1211  Introduction to Video and Filmmaking
COM 2170  Radio Programming and Production
COM 2210  Broadcast Performance
COM 2212  Video Workshop II: News and Feature Production

General Track (12 credits)
Select a total of 12 credits from:
- Any of the courses listed in the Tracks above, as approved by the program coordinator
- Any Coaching Sport course (max 3 cr)

*Relevant courses may be considered for substitution in any of the above tracks with Program Coordinator approval.
Requirements for Admission to the Sport Management Program

Students should make a formal application to the Sport Management program through the Sport Management Program Coordinator during the spring of the freshman year. Application packets in their entirety are due to the Program Coordinator in hard copy by the last day of classes in the spring semester. Transfer students and upperclassmen may also apply and will be readily considered as part of the semester cohort each spring. Decisions will be made for all applicants in June and letters sent via email to your Castleton University address.

Checklist for Applying to the Sport Management Program:
I HAVE:
_____ Completed 28 credits or will at end of the semester applying
_____ A 2.3 GPA overall or will at end of the semester applying
_____ Passed or am passing BUS 1270 - Computers in Business with a C
_____ Passed or am passing PED 1350 - Introduction to Sport Management with a C
_____ Completed the application form from the Program Coordinator
_____ Completed the application essay as outlined in the application form
_____ Submitted the completed application to the Program Coordinator by the last day of classes in the spring semester (occasionally the PC accepts applications in the fall semester as well).

A maximum of 25 students will be admitted each calendar year. Students intending on Sport Management as a major will not be allowed to enroll in any 3000 or 4000 level courses in the core of the major until they have been formally accepted into the Sport Management program.

Continuation in the Sport Management Program

Once accepted into the Sport Management Program, the student must meet the following criteria to remain in good standing within the Program:
1 - Overall GPA of a 2.3 - Overall GPAs will be reviewed biannually. Students that fall below the minimum of 2.3 overall GPA will be placed on probation for one semester and dismissed from the program after a second semester below the required GPA.

2 - Professional Development (PD) Points – Each calendar year the students must accumulate 10 PD (pro-rated to five points per semester for recently admitted students). See page 22 for an explanation of professional development requirements.

*It is important to note that a 2.5 overall GPA and 2.7 GPA in the Sport Management (SAD) core courses is required to begin PED 4811 Internship in Sport Management.*
Checklist for Sport Management Majors

Freshman Year
_____ Obtain the Sport Management Majors Handbook (Green book) and read it.
_____ Complete the “Declaration of Academic Program” form available from the Registrar’s Office/Student Services. You will then be assigned an advisor in the Sport Management program.
_____ Register for BUS 1270 and PED 1350 in the 1st semester or 2nd semester, and pass both with a grade of C or better.
_____ If you intend to partake in varsity athletics for four years, keep in mind that that you will need to be able to have your degree requirements completed so that you can also attend your internship during your senior year.
_____ Join the Sport Management Club (SMC).
_____ Apply for the program at the end of the Spring Semester.

Sophomore Year
_____ Join the Sport Management Club (SMC) if you have not done so, and become involved in its activities and projects.
_____ Register for PED 2470-Seminar in Sport Management.
_____ Work with your advisor if you have not achieved a 2.5 GPA in the SAD core by the end of the fall semester.
_____ Check your Program Evaluation each semester, available through the Portal, to check your progress towards general graduation requirements.
_____ Complete the application process to be admitted to the Sport Management program before the end of the sophomore year, if not already admitted.

Junior Year
_____ Assume leadership roles in the Sport Management Club (SMC) or other campus organizations.
_____ Work with your advisor if you do not have a 2.7 GPA in the SAD core by the end of the fall semester.
_____ Ensure you have a copy of the Internship Packet and understand the process involved in applying for the internship.
_____ Meet with the Program Coordinator to discuss Internship process and options
_____ Check your Program Evaluation each semester, available through the Portal, to check your progress towards general graduation requirements.
_____ Apply for graduation one year prior to graduating.

Senior Year
_____ Meet with you advisor to discuss Graduate School and/or Career possibilities.
_____ Ensure you have a copy of the Internship Packet and understand the process involved in applying for the internship.
_____ Meet with the Program Coordinator to discuss Internship process and options
_____ Check your Program Evaluation each semester, available through Portal, to check your progress towards general graduation requirements.
_____ Successfully complete all degree and internship requirements.
Advising and Registration

The Chair of the Physical Education Department assigns advisors to new students, generally by the student’s choice of concentration. If you would like to meet with your assigned advisor, you should call or email for an appointment. Call the Program Coordinator if you have NOT been assigned a Sport Management advisor before registration for your second semester at Castleton.

The Department of Physical Education uses computer registration for all advisees. Therefore, each student is expected to follow the protocol for course planning and registration. When meeting with your advisor:

• Sign up to meet with your advisor according to the signup sheet posted outside the faculty member’s door.

• Plan ahead. Make a four-year plan for all courses and update it each semester, so that you have a plan for the semester for which you are registering. Be prepared with alternatives by checking the course descriptions at the back of the Castleton Undergraduate Catalogue to figure out the prerequisites (if any) for each course and the semester(s) when the course is taught.

• Keep a folder with copies of all documents filled out by your advisor and/or sent to you from the Registrar’s Office/Student Services. Also include any transfer evaluations. Bring your folder with you to your appointment with your advisor.

• To save time, update your copy of the advising form prior to meeting with your advisor.

• You MUST meet with a Sport Management advisor prior to registering for classes.

• When planning your General Education classes, remember the following conditions:

  - No frame of reference may be satisfied by courses having all the same prefix
  - No more than two courses with the same prefix may be used to satisfy the science/math frame of reference requirement
  - A course may be used to satisfy only one frame of reference
Course Descriptions and Semester Availability

**PED 1350 – Introduction to Sport Management**  
**Availability:** Every Semester  
**Course Description:** This course is an investigation into the relationships, philosophies, goals, and missions within the administration of athletic, recreation, and physical education programs. Areas of study include the history and evolution of sports management, current trends in the profession, career options and professional development, and an introduction to topical areas such as fund-raising, management, marketing, media outlets and the economics of sport. There is also a significant portion of class dedicated to service-learning, in which students will partner with a community organization to provide administrative services.  
**Restrictions:** None  
**Prerequisites:** None

**BUS 2020 – Principles of Management**  
**Availability:** Every Semester  
**Course Description:** This course is an introduction to the philosophy, principles, and techniques of management. Students will examine classical, modern, and emerging concepts as they relate to today’s manager and the functional processes of planning, organizing, directing and controlling resources. Learning experiences may include case studies, team experiences and simulations.  
**Restrictions:** None  
**Prerequisites:** None

**ECO 2050 – Microeconomics in a Global Context**  
**Availability:** Every Semester  
**Course Description:** An introduction to microeconomic theory and its applications placed in a global context. Attention given to: 1) economic behavior of consumers and businesses; 2) the pricing of productive inputs, income distribution and redistribution; 3) the nature and functioning of markets; and 4) the consequences of imperfect competition and imperfect information.  
**Restrictions:** None  
**Prerequisites:** MAT 1221 or 1320 or 2021 or equivalent

**PED 2090 – Principles and Practices of Coaching**  
**Availability:** Every Semester  
**Course Description:** An introduction to the basic principles and practices of coaching to include the administration and organization of athletic programs. Emphasis is placed on methods of organizing and planning practices and games, evaluating and fitting equipment, budgeting, facilities, coaching responsibilities, legal issues and ethics. An investigation into the medical aspects of sports will be discussed with emphasis into conditioning techniques, injury prevention and treatment of athletic injury prevention.  
**Restrictions:** None  
**Prerequisites:** None

**ACC 2101 – Accounting I**  
**Availability:** Fall (sometimes offered spring too)  
**Course Description:** This course studies the role accounting information plays in decision-making and the importance of income, cash flows, and financial position to organizations. Issues will be considered from a variety of users’ viewpoints. Included in the course will be (1) a focus on analytic and problem-solving skills, (2) technological and communication skill development, and (3) an awareness of ethical issues and public policy issues  
**Restrictions:** None  
**Prerequisites:** None
PED 2120 – Psycho-Social Aspects of Physical Activity
Availability: Every Semester
Course Description: Examines the psychological and sociological frameworks of sport and physical activity for participants at all levels. Includes topics such as motivation, performance enhancement, group dynamics, aggression and socio-cultural influences.
Restrictions: None
Prerequisites: None

PED 2140 – Fitness Center Management
Availability: Spring
Course Description: This course is designed to explore and analyze current management practices in public, private, and corporate fitness centers. Topics to be considered include assessment practices, facility design, planning marketing, organizational aspects, and evaluation. Additionally, a review of certifications through various professional organizations and job opportunities will be discussed.
Restrictions: None
Prerequisites: current CPR certification or permission of the instructor.

BUS 2230 – Principles of Marketing
Availability: Every Semester
Course Description: This course introduces the role of marketing as it relates to manufacturing, wholesale, retail, not-for-profit, and service businesses. Topics include product development, pricing decisions, promotional considerations, and distribution options of both goods and services. Students will also examine the emerging role of electronic marketing and its impact on today's businesses.
Restrictions: None
Prerequisites: None

PED 2470 – Seminar in Sport Management
Availability: Every Semester
Course Description: The course will investigate current issues in the Sport Management field and will provide an opportunity for students to have a supervised field experience in Sport Management consisting of a minimum of 100 hours.
Restrictions: Majors only, Sophomore class standing
Prerequisites: PED 1350- Introduction to Sport Management

PED 3130 – Athletic Facility and Event Management
Availability: Spring
Course Description: This course examines the processes of planning, constructing, equipping, and maintaining athletic facilities. The multi-faceted nature of event planning, organizing and management is thoroughly examined in a variety of athletic and recreation settings.
Restrictions: Junior or Senior class standing
Prerequisites: PED 1350- Introduction to Sport Management

PED 3821 – Practicum in Sport Management I
Availability: Periodically
Course Description: 50 hours of on-site supervised hands-on experience or other professional development activities in the Sport Management field. The course will have at least five classroom meetings and/or online meeting requirements throughout the semester. The student will be responsible for regular contact with the instructor and a final debriefing.
Restrictions: None
Prerequisites: PED 2470- Seminar in Sport Management
**PED 3822 – Practicum in Sport Management II**  
Availability: Periodically  
Course Description: 50 hours of on-site supervised hands-on experience or other professional development activities in the Sport Management field. The course will have at least five classroom meetings and/or online meeting requirements throughout the semester. The student will be responsible for regular contact with the instructor and a final debriefing.  
Restrictions: None  
Prerequisites: PED 2470 – Seminar in Sport Management AND PED 3821 Practicum in Sport Management I

**PED 3160 – Seminar in Sports Information Practices**  
Availability: Fall  
Course Description: This course outlines the fundamentals of communicating in a sports environment in a seminar format. The topics include sports information in print and broadcast news, as well as communication in public relations. Principals of sports information including, computer applications and statistical methods in the collegiate and professional levels will be presented.  
Restrictions: Majors only, Junior class standing  
Prerequisites: PED 1350- Introduction to Sport Management

**PED 3160 – Legal and Ethical Principles in Sports**  
Availability: Spring  
Course Description: This course examines legal and ethical concepts related to Sport Management, including participation and eligibility issues; constitutional due process; Title IX and other constitutional amendments; facility, coaching, and employment contracts; and tort law applications to participants and spectators. This course also provides some essential components, concepts, models, and techniques for students to use in managing ethical dilemmas and develop sound ethical practices.  
Restrictions: Sport Management Majors only.  
Prerequisites: PED 1350- Introduction to Sport Management

**BUS 3210 – Sports Promotion**  
Availability: Fall  
Course Description: The course examines the marketing of sports activities, organizations, and paraphernalia. Topics covered include careers in sports marketing, product concepts, promotion, broadcast rights, and sponsorship programs. This course is recommended for anyone interested in pursuing a career in marketing, sports information or Sport Management.  
Restrictions: None  
Prerequisites: BUS 2230- Principles of Marketing

**PED 4110 – Strategic Sport Management**  
Availability: Fall  
Course Description: This course will investigate how economic principles apply to the industries of professional, collegiate and amateur sports. The topics include league structure, team decision making, labor relations, incentive structures and stadium financing. The course is designed to illustrate how economic principles apply to sport and identify the unique issues to this field.  
Restrictions: Junior or Senior Sport Management Majors only  
Prerequisites: PED 1350 Intro to Sport Management

**PED 4080 – Governance of Sport**  
Availability: Spring  
Description: This course examines the purpose and practice of sports governance and how it relates to the administration and management of sports. The course will assess the value and practice of governance for a number of sport entities including youth sport, high school sport, intercollegiate sport including the NCAA, the Olympic Games, international federations, and professional sports. Course
will also cover elements of NCAA regulations, rules interpretations, and enforcement decisions. The course is restricted to Junior and Senior Sport Management Students. Restrictions: Junior or senior Sport Management students
Prerequisite: PED 1350 Introduction to Sport Management

PED 4811- Internship in Sport Management
Course availability: Every Semester
Course Description: This is a 9-Credit course that requires a minimum of 450 hours of on-site supervised hands-on experience in the Sport Management field. In addition to the hours, the student will be responsible for close contact with faculty supervisor, proposal writing, debriefing and professional development. Application to the Department required for registration.
Restrictions: SR class standing, Sport Management major with 35 credits in Sports Admin core completed, 2.5 cumulative GPA and 2.7 GPA in Sport Management core, and approval of internship coordinator.
INTERNSHIP

The internship is the culminating experience of the Sport Management program at Castleton University. This experience should aim to simulate a real work experience and environment, and it should serve as the final catapult to post-graduate employment or further education. Students will complete 50 hours of work for every credit hour of the internship. For example, a nine-credit internship requires 450 hours of work, while a 12-credit internship requires 600 hours of work. Internships may be between nine and 12 credits and can be split across two semesters as long as the internship site remains the same.

Internship Process

1 - To begin the internship process, you must have completed at least 75 credits and have an overall 2.5 GPA. You ALSO must have completed 30 credits and have a 2.7 GPA within the Sport Management major core.

2 - You must identify possible internship sites based upon your interests. This is done through your own research or in conjunction with your advisor and/or the Program Coordinator. You will be responsible for making initial contact with the site and discussing the possible duties and learning objectives of the internship.

3 - Develop the internship proposal (please see below for more information).

4 - You must then email the Program Coordinator with your internship proposal for the pre-approval process. From there, the Program Coordinator will conduct the academic review and review your proposal.

5 - Once the internship is approved, you must finalize all details with your site supervisor and then submit the internship contract (found in the internship packet) with all appropriate signatures to the Registrar’s Office/Student Services.

6 - Once the internship is approved, you must have completed at least 90 credits and have an overall 2.5 GPA and you ALSO must have completed 35 credits and have a 2.7 GPA within the Sport Management major CORE.

7 - ALL OF THE ABOVE MUST TAKE PLACE prior to beginning THE INTERNSHIP EXPERIENCE

Finding an Internship

While Internship site selection is a shared responsibility between the student and the Program Coordinator, the ultimate final responsibility for securing the internship rests with the student. NOTE: Procrastination by the student could result in failure to secure an internship at a preferred site during the desired semester. Internship position announcements are routinely posted on the Sport Management bulletin board located in Glenbrook Gym and sent via email to all Sport Management majors. These announcements are updated regularly and provide the student with a broad range of potential internship site locations. The student needs to let the Program Coordinator know her/his areas of interest so the Program Coordinator can work with the student to determine availability of internship positions, and appropriate contact persons. Students are encouraged to actively volunteer with organizations or events to identify areas of interest and create professional relationships with potential employers.
Internship Proposal

The internship proposal is a document that outlines your expectations for your internship experience. The proposal should be a three (3) – six (6) page document. It should include:
1 - Internship Title/Position
2 - A thorough description of the internship
3 - Your site supervisor’s name, position, contact information
4 - Five specific learning goals and how you plan to accomplish each of these learning goals.
5 - How you think this internship will affect your professional pursuits
6 - How you think this internship will build upon your previous skills and abilities

Internship Contract

Prior to beginning any on-site internship activity, the student must file an internship contract with the registrar’s office. The contract stipulates all relevant material agreements between the school, student and internship agency. See the Internship Coordinator for a copy of the contract. During the initial internship locating and interviewing process a student may use the internship registration form to secure the proper credit load from the registrar. This form can only be used once a site has been located and the site supervisor has agreed to supervise the internship for the purpose of registering only. No on-site activity can begin without a formal contact, for any reason.

Internship Responsibilities

1 - Once you arrive at the internship site you must supply your supervisor with an e-copy or a hard copy of the midterm and final evaluations.
2 - During the Internship you must keep updated records and are responsible for the following:
   A - Complete and submit weekly logs outlining major responsibilities of that week and hours worked.
   B - Submit the site supervisor midterm evaluation and ensure all of your weekly logs (up to that point) are submitted at the 225-hour mark (or halfway through your contracted hours).
   C - On a daily basis, check the Moodle internship community and contribute to any forums or questions as assigned.
   D - Have your site supervisor meet with you about your final evaluation in your last week on-site.
   E - Within one week of the completion of your internship you must turn in the final paper and all final (yours and the site supervisors) evaluations and ensure all weekly logs are turned in.

Internship Code of Conduct

As an intern you are a representative of Castleton University, and the Sport Management program. It is expected that you will hold yourself to the highest standard of ethical behavior. The following are specific expectations of all interns. Violation of any of these rules or any behavior that is detrimental to Castleton or the internship site will result in dismissal from the internship.

I. No fraternization or external relationships with employees, athletes, or other members of the internship organization.
II. All interns must have a previously approved work schedule, as agreed upon with the site supervisor. All interns must have 100% attendance and arrive in a timely manner for every scheduled work shift.
III. All interns will behave in an ethical manner at all times.
IV. All interns will dress appropriately for all internship related activities.
V. Any activity that is deemed inappropriate or unprofessional will result in dismissal from internship.
Internship Completion

Once the minimum 450 – 600 hours (50 hours/credit) are complete, the intern must make sure the final and site evaluations are submitted. Then the student will submit the weekly logs and the final reflective paper. The format and content for the final paper can be obtained from the internship packet and from the Program Coordinator.

Internship Assessment

Each student will be assessed on a number of activities during the internship. The final assessment will include all work beginning with proposal and culminating with the final reflective paper.

Items to be included in assessment:
1. Internship proposal
2. Internship contract
3. Mid-term evaluation (by site supervisor)
4. Final evaluation (by site supervisor)
5. Site evaluation (by intern)
6. Weekly logs (submitted weekly by intern via email with site supervisor included on the email)
7. Contribution to Internship Moodle site
8. Final paper

For more information on the internship, please see the internship packet available from the website and from the Program Coordinator.
PROFESSIONAL DEVELOPMENT

All students are encouraged to participate in continuous professional development through volunteer and paid experiences outside of the requirements for the degree. Making and nurturing connections is an excellent way to secure an entry-level opportunity upon graduation, and this is best done through such experiences.

Sport Management Club (SMAC)

The SMC is a student run body that is intended to provide members with activities and experiences that increase the knowledge and understanding of the field. Such activities as field trips, event management, conferences and guest speakers are included in club operations. It is HIGHLY recommended that Sport Management majors join the club.

Resume

Students should have a professional and current resume on file with the Program Coordinator at the end of each semester.
SENIOR EXIT SURVEY

Each student will be required to take part in an exit survey conducted by the Sport Management faculty. This takes place during PED 4110 Strategic Sport Management, and is administered as an online survey. Any senior can also request an in-person interview with the Program Coordinator to discuss her/his experience in the Sport Management program.

PROGRAM ASSESSMENT

The Sport Management program is committed to assessing both individual student and program goals. This assessment will take many forms including statistical analysis of numerous factors involved in the recruitment, retention, performance, graduation and post-graduation activities of Sport Management students. The faculty reserves the right to use aggregate data on student achievement. Information on individual students will be protected and will not be subject to public dissemination, following federal guideline for privacy of collegiate students. This program assessment will aid in the review, reassessment and promotion of the Sport Management program.

The information in the handbook is subject to change.