



Fall 2019

Dear Potential Internship Site Host,

Thank you for contacting us as a potential internship site for our Sport Management students.

Students in our Sport Management program are required to complete an internship for credit during their senior year. Below, please find the requirements of the internship program, the duties of an internship site supervisor, and the requirements that our students must complete in order to receive credit for the internship. If you wish us to pass your information on to our students as a potential site for their final internship, please forward me a job description so I can ensure that the internship will meet our requirements.

We also encourage our students to complete field experience; work experience they can do without the requirement to receive credit for it. If you wish us to pass your information on to our students for field experience, please let me know.

If you have questions, I can be reached via phone at (610)683-4371 or via email at [cebula@kutztown.edu](mailto:cebula@kutztown.edu).

Sincerely,

Kerri Cebula, J.D.  
Associate Professor | Internship Coordinator  
Department of Sport Management and Leadership Studies

## **Requirements for Sport Management Internship**

Sport Management students must complete an internship, for credit, during their senior year in order to complete their degree program. Students can choose to complete an internship for 6 credits, 9 credits, and 12 credits. Below are the hours at the internship site that a student is to complete, based on the number of credits they have registered for:

- 6 credits = 250 hours
- 9 credits = 375 hours
- 12 credits = 500 hours

These hours must be completed during the course of the semester.

Students must complete a portfolio of their work at their internship site. See “Internship Portfolio Requirements” for further details. In addition, students will need to complete a final project. The final project must be either a research project or a work project and must be approved by both the internship site supervisor and the student’s faculty supervisor. The work project is site specific and is based on what the needs of the site are. However, this work project must be substantial and serves as the culminating experience for our students.

## **Role of the Site Supervisor**

### Importance of the Role

The site supervisor is the professional with whom the intern will be associated most closely during the educational experience. It is important that a positive relationship between intern and the site supervisor be established and maintained. Research shows that an individual is best able to influence the development of the skills and dispositions of another when they are involved in common endeavors. The intern will enter this experience with the intent of addressing several educational goals while assisting the organizational/agency in the pursuit of their management objectives. The assistance that the site supervisor provides is therefore invaluable.

An effective partnership among the intern, site supervisor and faculty supervisor is characterized by mutual exchanges of information, ideas, and concerns. The site supervisor should not hesitate to call upon the faculty supervisor for consultation whenever any concern arises. If a situation arises that needs immediate attention, and the faculty supervisor is not available, the site professional should contact the department chairperson.

### Developing a Positive Working Relationship

The relationship between the site supervisor and the intern is a key to the success of this educational experience. To affect an adequate transition from the academic environment to the professional arena, prior to the internship, the student must arrange to make a preliminary visit to the organization/agency. At this visit, the site supervisor should share organizational goals and objectives as well as more detailed information on the specific responsibilities to be undertaken. A job description is essential. It is helpful if the job description includes specific tasks. Additionally, arrival and departure times, daily sign-in procedures, use of security badges (if required), parking regulations, food service needs, etc. can be discussed unless the organization conducts an orientation for interns. The visit will also provide the opportunity for the intern to share specific educational outcomes that should be addressed within the context of the internship.

### Maintaining the Relationship

The success of the intern will rely on the day-to-day communication with the site supervisor. The site supervisor will provide insight and feedback to the student intern in informal and formal settings.

### Informal Communication

Informal communication should occur on a frequent basis. This frequent communication is necessary so that the site supervisor can provide feedback about specific work activities and allow the intern to raise questions or to reflect on the day's activities. Interns are encouraged to initiate discussion whenever and wherever possible and at appropriate times.

### Beginning the Experience

Most interns approach their assignments with a degree of uncertainty and anxiety. The first few days will be important in setting a positive tone for the experience. The site supervisor may help the intern ease into the experience in the following ways:

- Find time for informal conversations.
- Provide an overall picture of the organization/agency.
- Discuss standards and objectives of the experience.
- Explain information pertinent to the work activities in which the intern will be engaged.
- Introduce the intern to colleagues.
- Take time to acquaint the intern with the organization's/agency's facilities.

### Timetable for Participation

Individual differences will determine the speed with which the intern will assume responsibilities. Generally, the sooner the intern begins active involvement, the better the experience. Although the specific timetable will be determined by the onsite site supervisor, the Final Project should be determined during the first two weeks of the internship.

### Evaluation

The observation and evaluation of an intern's performance are activities that involve both the site and faculty supervisor. The site supervisor. These evaluations should be discussed with the intern as part of the learning experience as well as being used as an assessment tool.

If problems are perceived and the intern is not responding to the suggestions of the site supervisor, the faculty supervisor should be apprised of the situation before it develops into a major issue. The use of a "three-way conference" (either in person or via telephone) is often helpful in clarifying situations, offering suggestions, and establishing a timeline for change. If needed, the department chairperson is available to mediate serious problems and must collaborate with all parties if the removal of an intern is imminent.

Based on the formative evaluations, as well as other informal observations, both the site and faculty supervisor will write final (summative) evaluations. It is important to remember that potential employers may read the summative evaluation as part of a screening of job candidates. The content and appearance of the final evaluation are important.

**Note:** The faculty supervisor is solely responsible for assigning a letter grade to the intern.

## SPT 350 Internship Portfolio Requirements

Below are the requirements of the Internship Portfolio that will come directly from the internship site.

### Part II: Internship Expectations

- Organizational Environment
  - Obtain (or create) the organization's flow chart (table of organization).
  - Document that you have reviewed the organization's policies and procedures manual.
  - Create a document that outlines the background/history of the organization including the culture of the organization.
  - Identify the "management philosophy" utilized by the organization including examples.
  - Obtain a minimum of three (3) business cards from inside/outside your organization (not including your direct supervisor).
    - Describe how these could/would be valuable to your professional growth/aspirations.
  
- Human Resources
  - Obtain at least one (1) copy of interview questions and the evaluation rubric (if available) used in the organization's hiring process.
  - Identify three (3) development opportunities available in this field for your supervisor.
    - Were you provided with any professional development opportunities while an intern? If yes, explain.
  - Document that you had the opportunity to learn about/review the benefit package available to full-time, entry level organizational personnel.
    - This does not include salary.
  - Obtain a copy of the form/template used in personnel performance review.
  
- Fiscal Procedures
  - Describe the structure of the budget.
    - How does the organization develop the budget?
    - Within this organization, describe the step by step procedure used when your supervisor needs to request money for a project or equipment.

- Marketing Strategy
  - Describe the organization's target market(s).
  - What are the organization's products? What is the organization's branding strategy?
  - How does the organization position itself as compared to its competitors, i.e., what is their competitive advantage?
  - Describe the organization's distribution strategy.
  - Describe the organization's pricing strategy.
  - Obtain (2) examples of materials (pictures, screen shots, documents, etc.) used in the organization's marketing initiatives.
    - Describe how the examples fit the marketing strategy detailed in the above
  
- Integrated Marketing Communications Strategy
  - Describe how the organization communicates with its customers.
    - Do they use advertising? If so what media channels do they use?
    - Do they have a sales force, if so, how big is it, and how is it structured?
  - Obtain two (2) examples of the organization's promotional/communication efforts to reach its customers.
  - Obtain an example of a sales promotion event held by the company such as contests, sweepstakes, or coupons.
  - Discuss how the organization assesses the effectiveness of its promotional efforts.
  - Detail any sponsorship opportunities the organization offers (sells) or uses (buys).
  
- Risk Management
  - Document that you have reviewed the organizations "risk management policy".
    - Include what you thought was the best point of this policy and what you think can be improved in this policy.
  - Obtain copies of two (2) different emergency plans developed by this Organization.
    - Make the examples organization specific: fire evacuation, medical emergency, weather, active shooter, etc.
  
- Ethical Decision Making
  - Describe one work situation that required ethical decision-making and how that ethical dilemma was resolved.