



Spring 2025

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 (484) 646-5866 or via email at [ykim@kutztown.edu](mailto:ykim@kutztown.edu).

Sincerely,

Jayden (Yongjae) Kim, Ph.D.  
Professor | Internship Coordinator  
Department of Sport Management

## **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.

**SPRT 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**

- Organizational Structure Analysis:
  - Describe the organizational structure of the company you interned with. How would you characterize its hierarchy and reporting lines?
  - Reflect on how this structure impacted communication, decision-making, and workflow during your internship.
- Policies and Procedures:
  - Review the organization's policies and procedures manual.
  - Provide examples of specific policies or procedures that significantly influenced your work or understanding of the organization.
- Background, History, and Organizational Culture:
  - Describe the background and history of the organization, including the culture of the organization. What were the defining elements of the organization's culture that you observed or learned about?
  - Describe the impact of the organizational culture on day-to-day operations and interactions within the company during your internship.
- Supervisor's Leadership Style:
  - Reflect on your supervisor's leadership style during the internship. What specific behaviors or qualities did your supervisor exhibit that you consider reflective of effective leadership in a professional setting?
  - How did your supervisor's leadership style influence your work approach or your perception of effective leadership within a sport management context?
- Business Cards and Professional Growth:
  - Obtain three business cards from inside/outside your organization (excluding your direct supervisor). Describe how these connections could contribute to your professional growth or aspirations.
  - How do you plan to leverage these connections for networking or career advancement within the sport management field?
- Critical Analysis (see directions on page 20)

- **Human Resources**

- Hiring Process:
  - Acquire a copy of interview questions and their evaluation rubric used in the organization's hiring process. Describe the process and share insights.
  - How do you think these questions and evaluation criteria align with the organization's values or expectations?
- Development Opportunities and Professional Growth:
  - Identify three development opportunities available in the field of human resources within the organization.
  - Were you provided with any professional development opportunities during your internship? If so, explain the nature of these opportunities and how they contributed to your growth.
- Benefit Packages (if available):
  - Review and summarize the benefit package available to full-time, entry-level organizational personnel. Share insights or details from this experience.

- What key elements stood out to you in the benefit package, and how do you think it impacts the organization's ability to attract and retain talent?
  - Personnel Performance Review Form:
    - Review the form or template used in personnel performance reviews within the organization. Discuss any observations or insights gained from this document.
  - Critical Analysis (see directions on page 20)
- **Fiscal Procedures**
  - Budget Structure and Process:
    - Describe the structure of the organization's budget. How does the organization typically develop its budget?
    - Outline the step-by-step procedure used when your supervisor needs to request money for a project or equipment within the organization.
  - Critical Analysis (see directions on page 20)
- **Marketing Strategy**
  - Target Market and Branding:
    - Describe the organization's target market(s) and how the organization tailors its marketing efforts to reach them.
    - Explain the organization's products and its branding strategy.
  - Competitive Advantage and Positioning:
    - How does the organization position itself compared to its competitors? Discuss the organization's competitive advantage.
    - How effectively does the organization differentiate itself from its competitors in the market?
  - Distribution and Pricing Strategy:
    - Describe the organization's distribution strategy, if applicable. How does the organization ensure its products/services reach the target market?
    - Discuss the organization's pricing strategy and its alignment with its market positioning.
  - Marketing Materials:
    - Obtain two examples of materials used in the organization's marketing initiatives. Explain how these examples align with the marketing strategy detailed above.
    - Analyze the effectiveness of these marketing materials in reaching the target audience and promoting the organization's brand.
  - Critical Analysis (see directions on page 20)
- **Integrated Marketing Communications Strategy**
  - Customer Communication Channels:
    - How does the organization communicate with its customers? Discuss the use of advertising and media channels, if any.
    - Does the organization have a sales force? Describe its structure and operations, if applicable.
  - Promotional Efforts:
    - Obtain two examples of the organization's promotional or communication efforts aimed at reaching its customers.
    - Analyze the effectiveness of these promotional efforts in engaging the target audience.
  - Sales Promotion Event (if applicable):
    - Did the organization hold any sales promotion events during your internship (e.g., contests, sweepstakes, coupons)? If yes, describe the event and its impact.
    - Discuss the effectiveness of such sales promotion events in attracting customers or driving sales, if observed.
  - Assessment of Promotional Efforts:
    - How does the organization assess the effectiveness of its promotional efforts? Discuss any measurement tools or methods used.

- Reflect on the significance of assessing the effectiveness of promotional efforts for the organization's marketing strategy.
- Sponsorship Opportunities:
  - Detail any sponsorship opportunities offered or utilized by the organization (sales or purchases). Discuss their impact on the organization's visibility or brand image.
- Critical Analysis (see directions on page 20)
- **Risk Management**
  - Risk Management Policy:
    - Review and evaluate the organization's risk management policy. What did you consider the most commendable aspect of this policy?
    - What aspects or areas within the risk management policy do you believe could be improved or strengthened to better address potential risks or challenges?
  - Critical Analysis (see directions on page 20)