



Department of  
**Sport Management**  
Faculty of Applied Health Sciences

**Sport Management Student Internship Package**  
**Brock University**



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### UNDERGRADUATE EXPERIENTIAL LEARNING COORDINATOR

Michael Fawkes

Experiential Education Coordinator

Office: STH 443

905 688 5550 x4098

[mfawkes@brocku.ca](mailto:mfawkes@brocku.ca)

[spmainternships@brocku.ca](mailto:spmainternships@brocku.ca)

### ADMINISTRATIVE ASSISTANT

Melissa Ingoldsby

Office: STH 455

905 688 5550 x4989

[spma@brocku.ca](mailto:spma@brocku.ca)

### UNDERGRADUATE PROGRAM COORDINATOR/ACADEMIC ADVISOR

Stephanie Brooks

Undergraduate Program Coordinator

Office: STH 453

905 688 5550 x5019

[sbrooks@brocku.ca](mailto:sbrooks@brocku.ca)

## SPMA 4F01-4F02 Internship Information & Application

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### *What is the purpose of the Internship course?*

The **Sport Management Internship** courses provide the opportunity for Brock University students enrolled in their 4<sup>th</sup> year of the Bachelor of Sport Management program to gain valuable practical work experience. It is a combination of hands-on experience in an organization relevant to the student's individual career interests, combined with the development and completion of an individual academic research project, relevant to the themes presented within the internship organization.

Positions may be in a public, not-for-profit, or private organization with direction and supervision from a professional in the field, as well as supervision from the course instructor. With guidance from the course instructor, students research and select the organizations they wish to apply to for an internship.

The internship contributes to the student's intellectual, professional, and personal development by providing opportunities to enhance their knowledge, to develop practical work skills, and to learn from professionals in the field. Student internship experiences can serve as a catalyst to evaluate career directions, provide excellent opportunities for networking, and provide a substantive professional experience for your résumé and references.

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### *How does the internship fit into academic requirements of 4<sup>th</sup> year?*

In the 4<sup>th</sup> year of the BSM, all majors must complete 5 credits: any 2.0 elective credits (SPMA or non-SPMA courses) and a minimum of **three (3.0) 4<sup>th</sup> year SPMA credits**. All 4<sup>th</sup> year SPMA courses are classified as major courses and students may select any combination of F or P courses to meet the minimum 3.0 SPMA major/core credits needed.

If taken, the Internship (SPMA 4F02) and the Internship project (SPMA 4F01) contribute to **fulfilling 2.0 SPMA credits towards a student's 4<sup>th</sup> year major requirements**. Both credits must be enrolled in, paid for and completed concurrently (in the same term).

***In order to be approved to complete an internship for academic credit***, a student must have completed 13.0 credits from the first 3 years of the BSM (including the majority of the core) and a 70% major average by April of the year prior to the academic year in which the internship is to be done.

The internship courses are offered regularly in the spring/summer (May-Aug), fall (Sept-Dec) or winter (Jan-April) terms; an eligible student may choose to do the internship in any one of the terms (including the summer before or following their 4<sup>th</sup> year), which best meets their interests and available internship opportunity.

***As the student pays tuition and is awarded for successful completion of the internship requirements, the internship is typically an unpaid experience.***

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## ***What are the Internship hours & scheduling options?***

**Students are required to complete a minimum of 450 hours** within the internship organization in any one of the normal academic terms listed above (spring/summer, fall or winter). The scheduling of your actual daily/weekly hours of work is at the discretion of the internship organization. Typically, the internship organization has the normal expectation of interns performing their positions with the same level of professionalism and responsibility as any employee during the period of your placement with them.

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## ***What type of organizations and positions are emphasized within the Internship course?***

The course emphasis is on obtaining hands-on job experience applicable to a range of positions in the field of Sport Management. The experiences range from financial management, event, facility/program co-ordination, marketing, sales and sponsorship activities. **The aim is to obtain work with an organization with a proven record of resource stability, with direction/supervision from a professional in the field and through the experience, expose students to potential future employment opportunities.**

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## ***How to obtain an Internship***

**a) Prior to formally applying to any organization for an internship**, students must first apply to the Department of Sport Management for approval to complete an internship for academic credit. This typically occurs in the students 3<sup>rd</sup> year of study. They will receive emails throughout the year with additional information.

**b) The Experiential Education Coordinator will notify students whether they have been approved to complete an internship for academic credit.** At that time, further instructions will be given regarding applying for positions.

**c) Students may then approach the Internship organizations they wish to apply to.** Typically, students apply to an internship posting, following the normal protocol of submitting a cover letter and résumé. If the desired organization doesn't seem to post positions, try the following:

- Speak to the Experiential Education Coordinator to discover key contact details and/or if positions have been posted in the past
- Ask the Experiential Education Coordinator to reach out for you, or complete an introductory phone call yourself
- Reach out to the organization to inquire about internship positions. Follow-up with a cover letter and résumé when applicable
- Note: The Experiential Education Coordinator **will need to approve the position**

**Contact/applications may be made with up to five (5) internship organizations at a time. Do not approach more than 5 organizations and then have to turn them down** (Note: if in doubt, or for extenuating circumstances, please contact the Experiential Education Coordinator for permission. Repeat the process until successful in obtaining an internship.

Remember to contact the Experiential Education Coordinator (via telephone, email, MS Teams, office meeting) to discuss any internship issues/problems any time during this process.

d) When the internship position has been confirmed, immediately e-mail the Experiential Education Coordinator with the following information:

- Position title
- Name and title of the supervisor
- Name of the organization
- Address, phone number and e-mail
- The Experiential Education Coordinator will send a reply email to confirm the information has been received, as well as the required paperwork to be completed

e) Sample list of internship organizations to consider as options - *you are not restricted to selecting an organization from this list. More details on these and other organizations can be supplied by the Experiential Education Coordinator.*

Brampton Honey Badgers (CEBL)	Brampton Steelheads (OHL)
Brantford Bulldogs (OHL)	Canada Basketball
Canadian Football League (CFL)	Canadian Olympic Committee (COC)
EventConnect	Golf Canada
Hamilton Sports Group	Hockey Helps The Homeless
Maple Leaf Sports & Entertainment	Niagara Ice Dogs (OHL)
Niagara River Lions (CEBL)	Ontario Soccer
Ottawa Senators (NHL)	Peterborough Pete's (OHL)
Quartexx Management	Professional Hockey Players Association
SBX Group	True North Sports & Entertainment
Toronto Rock	Vancouver Canucks
Wasserman	Welland Jackfish

For further information, contact the Experiential Education Coordinator:

Michael Fawkes

Brock University

Department of Sport Management

St. Catharines, Ontario L2S 3A1 905-688-5550 ext. 4098

[mfawkes@brocku.ca](mailto:mfawkes@brocku.ca)





## SPMA Internship Application Process

The Department of Sport Management Internship courses are designed to provide students with a challenging experiential and academic opportunity to enrich their classroom studies with a structured field work experience. The internship option is open exclusively for Sport Management students who are in their 4<sup>th</sup> year of study and have **completed a minimum of 13 credits and have achieved a minimum standing of 70%** in their major SPMA average. Additional information will be sent out via email through the Experiential Education Coordinator to 3<sup>rd</sup> and 4<sup>th</sup> year students around the application deadlines.

Prior to formally applying to any organization for an internship, students must first apply to the Department of Sport Management for approval to complete an internship for academic credit. The SPMA Internship Application form, along with the steps required to apply, can be found below. All steps from 1-6 need to be completed on the application form and uploaded to the appropriate tabs on Sakai.

### Steps to obtain an internship

#### Inquire about an internship

- 1) **Only once** - Michael Fawkes (Experiential Education Coordinator) will send out an email regarding internship applications (usually February & October), email Michael at [mfawkes@brocku.ca](mailto:mfawkes@brocku.ca) to inquire about being added to the Sport Management Internship Application Brightspace page at **least one month** prior to your application due date.
  - a. In your email please include:
    - i. Subject Line - "Internship Application Inquiry - Name"
    - ii. Brock email
    - iii. Student #
    - iv. Semester(s) you are looking to intern (Fall, Winter, Spring/summer)
- 2) Once Michael receives your email and has checked your eligibility you will be added to the Brightspace page "SPMA - Internship Application".
  - a. You must have 13.0 or more credits and a >70% major average to be eligible to complete an internship.

#### Application Due Dates

- 1) Applications are due **March 31<sup>st</sup>, 20XX** for the following academic year.
  - a. Most students submit applications by **March 31<sup>st</sup> of third year** to complete an internship in the Fall or Winter of 4<sup>th</sup> year
  - b. If you want to intern the **Spring/summer after your 4<sup>th</sup> year** your application is due **January 15<sup>th</sup>, 20XX** prior to that spring/summer semester
- 2) Applications are due **January 15<sup>th</sup>, 20XX** if you are looking to **intern in-between 3<sup>rd</sup> and 4<sup>th</sup> year**.
  - a. Note - you must have a 70% average at the end of the Fall semester and be on track to complete 13 credits by the end of April when looking to intern in-between 3<sup>rd</sup> and 4<sup>th</sup> year.



### Application Instructions

Once you are added to Brightspace page by Michael, please upload all components of your application into the assignments page. Instructions can be found below and in the announcements section on Brightspace. Please name all documents to match the assignments below.

1. **Personal/demographic information** - Fillable pdf found in the resources section on Sakai. (Contactinfo)
2. **Write and submit a cover letter (applying for a current or past internship posting of your choosing) reviewed and approved by Career Services.**
3. **Write and submit a résumé, reviewed and approved by Career Services.**  
You must upload your cover letter and resume to Brightspace in a word or .pdf document with the edits from career services as well as
4. **Upload the slip of proof they provide you.**
5. **Complete the revisions Career Services suggested and upload your revised cover letter and resume in a word or PDF file.** You must have 2 cover letters and 2 resumes uploaded to Brightspace. One with comments from Career Services and your updated documents based on the comments
6. **Write and submit an internship plan** (approximately 4-6 pages in length, APA 6.0) including:
  - a. an overview of your experience in the field to date and how it relates to the experiences you would like to gain during an internship and the learning outcomes that you hope to achieve.
  - b. list three potential internship sites (and positions) of interest and state how they fit into your career plan
  - c. state the value you would provide to an organization as an intern
  - d. indicate why you would like to complete an internship (what you would like to gain from the course)
  - e. provide a general idea of a potential major project that you would like to complete for an organization

**Incomplete submissions will not be considered for evaluation.** Please review and click on all boxes in the checklist and ensure you have uploaded all documents. You should have 6 separate files uploaded to your DropBox. Only once all boxes are checked off your application will then be reviewed.

### Once your application is submitted

Once your application is submitted and all components (**Steps 1-6 including the Career Services slip**) are uploaded to Brightspace and the checklist is completed you will then receive feedback regarding your documents roughly 4 months prior to the semester you indicated in your email as well as on the personal/demographic form.

Your documents will be reviewed, and feedback will be provided on both documents to ensure they are up to industry standards. You may be asked to update your documents and **feedback will be provided through Brightspace** so please check it often.

Once your documents are up to industry standards you will receive an email stating you are accepted and will be added to a specific CareerZone website. Once added, you will have access to view all the internship postings available for that upcoming semester allowing you to apply to those that interest you.

**Additional information and resources regarding regulations and next steps will be available once accepted into the program.**

**If you have any questions, please read all documents thoroughly then email Michael Fawkes if you still have additional questions.**





## FAQ- Sport Management Internship

### How do I apply for an internship?

- Prior to formally applying to any organization for an internship, you must first apply to the Department of Sport Management for approval to complete an internship for academic credit.
- The Experiential Education Coordinator (Michael Fawkes) will notify you whether you have been approved to complete an Internship for academic credit. At that time, further instructions will be given regarding applying for positions.

### Where do I find the internship application?

- You will be given access to the internship application once you are internally accepted into the program.
- Michael will send out emails around one month prior to the deadline (February & October) allowing you to be added to Brightspace where the application is found and submitted.
- Please read the entire document thoroughly and complete all steps 1-6. Incomplete applications will not be reviewed.
- Keep checking your Brock email for important updates regarding internship due dates and important information.
- **You are not allowed to apply for internships until your internal application has been approved by Michael Fawkes.**

### What happens once I submit my application?

- Each completed application will be reviewed, and feedback/required changes will be uploaded to Brightspace. It is recommended you check this often as Michael will be uploading documents with revisions to Brightspace with further instructions.
  - Once any required changes have been re-submitted, you will then be notified of approval.
- Note: any required changes to applications are to ensure student documents meet industry expectations.**

### How do I find internships? Can I find my own?

- Once your application has been approved, you will be added to a private CareerZone and/or Brightspace site for all accepted internship students.
  - You are welcome to apply to those positions, and/or seek your own.
  - Note: if you find your own, the position needs to be approved before you can accept it.

### When do internships start getting posted?

- Internship opportunities usually start circulating 3 months prior to each semester (ie. June for Fall positions, October for Winter positions, and February for Spring positions)

### When can I register for the internship course?

- You will be given overrides into SPMA 4F01 and 4F02 after:
  - You have secured an internship
  - All paperwork between you and your internship supervisor has been completed and uploaded to the SPMA 4F02 Brightspace page

- **Note:** If you are concerned as to whether or not you will secure an internship for your chosen semester, or your financial assistance is dependant on enrollment, it is recommended that students register in their 'backup' course preferences, and then 'drop' them when you secure an internship and receive the overrides.

### **How long can my internship be?**

- A typical internship is one semester (4 months long). You will receive 2 full credits for the duration of your internship.

### **Can I check off more than one semester on my application?**

- Yes, you can check off more than one semester on your application. It will be reviewed based on the earliest semester you indicated on your application.
- You will stay on the job board until you secure an internship or graduate.

### **When do I have to obtain a 70% major average in order to do an internship?**

- You need to obtain a 70% average at the end of third year in order to complete an internship in the Fall or Winter semester of your 4<sup>th</sup> year.
- If you obtain a 70% average at the end of the fall semester of your 4<sup>th</sup> year you are then eligible to complete an internship for the spring/summer semester following the completion of the winter semester unless alternative arrangements are made in advance with the Experiential Education Coordinator

### **What do I do if I am enrolled in SPMA 3P82?**

- SPMA 3P82 is a prerequisite for the internship courses. You must complete SPMA 3P82 with a 70% or higher average in order to be granted an override for the internship courses (SPMA 4F01 and SPMA 4F02).
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**Note:** Eligibility is determined using final grades posted on the my.brocku.ca portal. No exceptions are made with regards to final grades.

Any questions regarding internship or Experiential education opportunities please contact Michael Fawkes at [mfawkes@brocku.ca](mailto:mfawkes@brocku.ca).

### Detailed Internship Process overview

<p><b>Step 1</b></p>	<ul style="list-style-type: none"> <li>• End of third year - Start to think of how you want to plan your fourth year (and final!) year at Brock</li> <li>• Do you meet the requirements to complete an internship? *See below</li> </ul> <p><b>**You must have completed 13.0 credits and have a SPMA major average of 70% in order to be eligible to complete an internship for academic credit. Major averages will be reviewed at the end of each semester, once the grades have been submitted.</b></p> <p><b>Incoming (1<sup>st</sup> year) students in the 2021 academic year must have a 70% by the end of second year and complete the Internship prep course (SPMA 3P82) to be eligible for an internship in 4<sup>th</sup> year.</b></p>
<p><b>Step 2</b></p>	<ul style="list-style-type: none"> <li>• The Experiential Education Coordinator will send out details via email leading up to the application dates</li> <li>• Submit your internship application to Michael Fawkes (Experiential Education Coordinator) by March 31<sup>st</sup> OR January 15<sup>th</sup> depending on the semester you want to intern</li> <li>• All steps on the application need to be completed in order for your application to be reviewed</li> </ul> <p><b>** If you want to intern in the <b>Fall OR Winter</b> of 4<sup>th</sup> year you will submit your application <b>March 31<sup>st</sup> 20XX.</b></b></p> <p><b>** If you want to intern <b>between your 3<sup>rd</sup> and 4<sup>th</sup></b> year of study or after your 4<sup>th</sup> year (spring/summer semester) you will submit your application by <b>January 15<sup>th</sup> 20XX</b></b></p>
<p><b>Step 3</b></p>	<ul style="list-style-type: none"> <li>• If you indicated Winter 20XX on your application, you will receive feedback regarding your application by the end of August/ Early September</li> <li>• If you indicated Spring/Summer you will receive feedback late January/early February</li> <li>• Once accepted you will be added to a private CareerZone and/or Brightspace site where you will have access to postings</li> </ul>
<p><b>Step 4</b></p>	<ul style="list-style-type: none"> <li>• You will begin to see job postings on the CareerZone and/or Brightspace website and apply to those that interest you, and any others that you find.</li> <li>• If you find a position on your own, it must be approved by Michael Fawkes before moving forward</li> <li>• Please apply to a <b>maximum of 5 positions</b> at a time. Wait an appropriate length of time after the application deadline (ie., 1-2 weeks+), and if you don't hear back, then apply for another.</li> <li>• <b>Note:</b> Mass-applying to positions and then having to turn them down reflects poorly on you, in addition to SPMA and Brock.</li> <li>• <b>IMPORTANT:</b> If you accept an internship offer, either verbally or via email, you are bound to this position. Waiting, applying and accepting other, 'better' positions after the fact is NOT acceptable and will not be tolerated. If you do switch organizations this will automatically withdraw you from SPMA 4F01 and SPMA 4F02 resulting in you not receiving credit for the internship. Make the commitment and stick with it.</li> </ul>
<p><b>Step 5</b></p>	<ul style="list-style-type: none"> <li>• Email Michael Fawkes (<a href="mailto:mfawkes@brocku.ca">mfawkes@brocku.ca</a>) immediately indicating you have secured an internship. You must include the formal internship</li> </ul>

	<p>description (similar to a job posting), as well as your supervisor’s contact information for review.</p> <ul style="list-style-type: none"><li>• Once reviewed and approved by Michael, he will add you to Brightspace where you will have access to paperwork that you and your supervisor will have to complete before the start of your internship.</li><li>• Once the completed paperwork is submitted and approved, you will then obtain an override into SPMA 4F01 and SPMA 4F02.</li><li>• <b>**Please note: University policy requires insurance forms and registration to be complete prior to your start date. Any hours worked prior will not count towards your credit.</b></li></ul>
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