



Department of
Sport Management
Faculty of Applied Health Sciences

Sport Management Student Internship Package
Brock University



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Important note: Brock upholds the following Unpaid Internship Guidelines that are in-line with the Ministry of Labour’s view on unpaid work (key factors here are that it must benefit the intern, they can’t take someone else’s job, and that they cannot work more than 5 hours per week): https://brocku.ca/webfm_send/36871

Due to COVID-19 Brock University has approved in-person, hybrid, and online internships until April 2022.

Additional Information:

[Experiential education - Sport Management \(brocku.ca\)](https://brocku.ca/experiential-education/sport-management)

[Undergraduate advising - Sport Management \(brocku.ca\)](https://brocku.ca/undergraduate-advising/sport-management)

[Faculty directory - Sport Management \(brocku.ca\)](https://brocku.ca/faculty-directory/sport-management)

ADMINISTRATIVE

Office: STH 455

905 688 5550 x4989

spma@brocku.ca

UNDERGRADUATE PROGRAM COORDINATOR/ACADEMIC ADVISOR

Stephanie Brooks

Undergraduate Program Coordinator

Office: STH 453

905 688 5550 x5019

sbrooks@brocku.ca

UNDERGRADUATE EXPERIENTIAL LEARNING

Katie Desveaux

Experiential Education Coordinator

Office: STH 448

905 688 5550 x3964

kdesveaux@brocku.ca

SPMA 4F01-4F02 Internship Information & Application

What is the purpose of the Internship course?

The **Sport Management Internship** courses provide the opportunity for Brock University students enrolled in their 4th 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.

How does the internship fit into academic requirements of 4th year?

In the 4th 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) 4th year SPMA credits**. All 4th 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 4th 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 4th 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.

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.

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.

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 3rd 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 only TWO to THREE internship organizations at a time. Do not approach 3+ 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 or 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 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.

Adidas Canada	Niagara River Lions
Canada Basketball	Ontario Basketball
Canadian Football League (CFL)	Ontario Lacrosse Association
Canada Games Council	Ottawa Senators
Canadian Tire	Peterborough Petes
Canadian Olympic Committee	Professional Hockey Players Association
Golf Canada	Right to Play
Gymnastics Canada	Rugby Canada
Hamilton Bulldogs	SBX
Hamilton Tiger-Cats	Special Olympics Ontario
Hamilton Honey Badgers	Saskatoon Blades
Honda Indy Toronto	Toronto Blue Jays
International Management Group (IMG)	TSN
Maple Leaf Sports + Entertainment (MLSE)	Wasserman
National Hockey League (NHL)	Vancouver Canucks
Niagara Ice Dogs	

For further information, contact the Experiential Education Coordinator:

Katie Desveaux

Brock University

Department of Sport Management

St. Catharines, Ontario L2S 3A1 905-688-5550 ext. 3964

Kdesveaux@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 4th 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 3rd and 4th 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** Katie has sent out an email regarding internship applications (usually February & October), email Katie Desveaux (Experiential Education Coordinator) at kdesveaux@brocku.ca to inquire about being added to the Sport Management Internship Application Sakai site 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 Katie receives your email and has checked your eligibility you will be added to the Sakai Site “**SPMA - Internship Application**”.
 - a. You must have 13 credits and a 70% average to be eligible to complete an internship.

Application Due Dates

- 1) Applications are due **March 31st, 20XX** for the following academic year.
 - a. Most students submit applications by **March 31st of third year** to complete an internship in the Fall or Winter of 4th year
 - b. If you want to intern the **Spring/summer after your 4th year** your application is due **January 15th, 20XX** prior to that spring/summer semester
- 2) Applications are due **January 15th, 20XX** if you are looking to **intern in-between 3rd and 4th 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 3rd and 4th year.

Application Instructions

Once you are added to Sakai by Katie, please upload all components of your application separately in your Drop Box. You will access your Drop Box through the Lessons tab titled “**Internship**” via the link provided below the checklist. Instructions can be found below or in the resources section on Sakai. Please name all documents to match the assignments below.

1. **Personal/demographic information** - Fillable pdf found in the resources section on Sakai. (Contact info)
2. **Complete the cover letter and résumé quizzes workshops found on Sakai under the lessons tab**
3. **Write and submit a cover letter (applying for SPMA 4F01/02), reviewed and approved by Career Services.**

4. **Write and submit a résumé, reviewed and approved by Career Services.**
 - a) You must upload your cover letter and resume to Sakai in a word document with the edits from career services as well as
5. **Upload the slip of proof they provide you.**
6. **Complete the revisions Career Services suggested and upload your revised cover letter and resume in a **word document** to Sakai.** PDF files will not be accepted as feedback may be given directly on your word documents. You must have 2 cover letters and 2 resumes uploaded to the drop box. One with comments from Career Services and your updated documents based on the comments
7. **Write and submit an internship plan** (approximately 3-6 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
 - 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 7 separate files uploaded to your Drop Box. 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 1-7 & the Career Services slip**) are uploaded to the Drop Box 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 your Drop Box on Sakai** 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 Katie Desveaux 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 (Katie Desveaux) 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.
- Katie will send out emails around one month prior to the deadline (February & October) allowing you to be added to Sakai where the application is found and submitted.
- Please read the entire document thoroughly and complete all steps 1-7. 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 Katie Desveaux.**

What happens once I submit my application?

- Each completed application will be reviewed, and feedback/required changes will be uploaded to the Drop Box on Sakai. It is recommended you check this often as Katie will be uploading documents with revisions to your Drop Box 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 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 SAKAI

- **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 4th year.
- If you obtain a 70% average at the end of the fall semester of your 4th year you are then eligible to complete an internship for the spring/summer semester following the completion of the winter semester.

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

- Your application will be a part of the course and will be submitted internally at the same time as students not in the class.

Note: Eligibility is determined using final grades posted on the my.brocku portal. No exceptions are made with regards to final grades.

Any questions regarding internship or Experiential education opportunities please contact Katie Desveaux at kdesveaux@brocku.ca.

Detailed Internship Process overview

Step 1	<ul style="list-style-type: none"> • End of third year - Start to think of how you want to plan your fourth year (and final!) year at Brock • Do you meet the requirements to complete an internship? *See below <p>**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.</p> <p>Incoming (1st 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 4th year.</p>
Step 2	<ul style="list-style-type: none"> • The Experiential Education Coordinator will send out details via email leading up to the application dates • Submit your internship application to Katie Desveaux (Experiential Education Coordinator) by March 31st OR January 15th depending on the semester you want to intern • All steps on the application need to be completed in order for your application to be reviewed <p>** If you want to intern in the Fall OR Winter of 4th year you will submit your application March 31st 20XX.</p> <p>** If you want to intern between your 3rd and 4th year of study or after your 4th year (spring/summer semester) you will submit your application by January 15th 20XX</p>
Step 3	<ul style="list-style-type: none"> • If you indicated Winter 20XX on your application, you will receive feedback regarding your application by the end of August/ Early September • If you indicated Spring/Summer you will receive feedback late January/early February • Once accepted you will be added to a closed CareerZone site where you will have access to postings
Step 4	<ul style="list-style-type: none"> • You will begin to see job postings on the CareerZone website and apply to those that interest you, and any others that you find. • If you find a position on your own, it must be approved by Katie Desveaux before moving forward • Please apply to a maximum of 3 positions 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. • Note: Mass-applying to positions and then having to turn them down reflects poorly on you, in addition to SPMA and Brock. • IMPORTANT: 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.
Step 5	<ul style="list-style-type: none"> • Email Katie Desveaux (kdesveaux@brocku.ca) immediately indicating you have secured an internship. You must include the formal internship

	<p>description (similar to a job posting), as well as your supervisor’s contact information for review.</p> <ul style="list-style-type: none">• Once reviewed and approved by Katie, she will add you to Sakai where you will have access to paperwork that you and your supervisor will have to complete before the start of your internship.• Once the completed paperwork is submitted and approved, you will then obtain an override into SPMA 4F01 and SPMA 4F02.• **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.