

A PRACTICAL GUIDE TO SPORT MANAGEMENT INTERNSHIPS

Edited by
John Miller
and
Todd Seidler

CAROLINA ACADEMIC PRESS
Durham, North Carolina

Copyright © 2010
John Miller
Todd Seidler
All Rights Reserved

Library of Congress Cataloging-in-Publication Data

A practical guide to sport management / John Miller, Todd Seidler, [editors].
p. cm.

ISBN 978-1-59460-467-6 (alk. paper)

1. Sports--Management--Vocational guidance. 2. Sports administration--
Vocational guidance. 3. Internship programs. 4. College students--Employ-
ment. I. Miller, John. II. Seidler, Todd L.

GV713.P73 2009
796.06'9--dc22

2009032768

CAROLINA ACADEMIC PRESS
700 Kent Street
Durham, North Carolina 27701
Telephone (919) 489-7486
Fax (919) 493-5668
www.cap-press.com

Printed in the United States of America

Contents

Acknowledgments	xi
Part I	
Pedagogical Issues in Sport Management Internships	
Chapter 1 • The Importance of Internships in Sport Management Academic Programs	3
<i>John Barnes, University of New Mexico</i>	
Professional Preparation	5
Post-Academic Socialization	6
Internships as a Bridge between Academia and Professional Industry	10
Conclusion	12
Discussion Questions	13
References	13
Chapter 2 • Sport Management Internship Strategies: Preliminary Considerations	17
<i>John Miller, Texas Tech University</i>	
Student Intern Self-Assessment	17
What Students Can Do While in School	19
Discussion Questions	23
References	24
Chapter 3 • Choosing a Sport Management Internship Area: The Major Specialties	25
<i>John Miller, Texas Tech University</i>	
Potential Sport Management Occupations	26
Sport Marketing/Sponsorship	27
Sport Management Positions in Intercollegiate Athletics	32
Sport Facility Management	36
Conclusion	38
Discussion Questions	39
References	39

Chapter 4 • Steps in Preparing for the Sport Management Internship	41
<i>Andy Gillentine, University of Miami</i>	
<i>John Miller, Texas Tech University</i>	
Steps in Finding Internships	42
Conclusion	47
Discussion Questions	48
References	48
Chapter 5 • Designing Sport Management Internships	49
<i>Scott Smith, University of Central Michigan</i>	
What's in a Name?	50
Academic Institution Issues	52
Internship Site or Host Organization Issues	54
Student Issues	56
What Internship Model Is Best?	58
Financial Considerations	60
Identification and Selection of Internship Sites	61
Researching the Internship and Organization	66
Developing the Internship Manual	67
Conclusion	68
Discussion Questions	68
References	68
Chapter 6 • The Importance of Quality Sport Management Internship Supervision	71
<i>Andy Gillentine, University of Miami</i>	
Challenges in Providing Quality Supervision of Interns	72
The Components of Quality Supervision	77
Identification of Internship Expectations	78
Student Intern Responsibilities	80
The Importance of Technology in Effective Internship Supervision	83
Conclusion	85
Discussion Questions	86
References	86
Chapter 7 • Sport Management Internship Evaluation and Assessment	89
<i>Glenn Miller, Baylor University</i>	
<i>Andy Gillentine, University of Miami</i>	
Criteria for Internship Assessment/Evaluation	90
Conclusion	98
Discussion Questions	99
References	99

Chapter 8 • Issues in International Sport Management Internships	103
<i>Jason Lee & Marsha H. Lupi, University of North Florida</i>	
International Aspects of Sport Management Curriculum	103
Why an International Internship?	105
Developing an International Internship	107
Selecting Students	108
Career Opportunities in International Sport	114
Case Study: A Transformational Learning Opportunity in Plymouth, England	115
Conclusion	118
Discussion Questions	119
References	119
Part II	
Safety and Risk Management Considerations for Sport Management Internships	
Chapter 9 • Safety and Negligence Sport Management Internship Issues	123
<i>John Miller, Texas Tech University</i>	
<i>John Wendt, University of St. Thomas</i>	
Eras of Modern University Safety Law	124
Negligence	126
College-Student Relationship Models	130
Conclusion	131
Discussion Questions	132
References	132
Chapter 10 • Paid versus Unpaid Sport Management Internship Issues	135
<i>John Miller, Texas Tech University</i>	
<i>John Wendt, University of St. Thomas</i>	
Unpaid Internships	136
Paid Internships	140
Conclusion	141
Discussion Questions	143
References	143
Chapter 11 • Managing Sport Management Internship Risks: Avoidance and Retention Issues	147
<i>John Miller, Texas Tech University</i>	
Risk Avoidance	148
Risk Retention	149

Risk Reduction	150
Conclusion	152
Discussion Questions	153
References	154
Chapter 12 • Managing Sport Management Internship Risks:	
Insurance Issues	157
<i>John Wendt, University of St. Thomas</i>	
<i>John Miller, Texas Tech University</i>	
Risk Transfer through Insurance	158
University Insurance	159
Health Insurance	160
Workers' Compensation Insurance	161
Conclusion	163
Discussion Questions	164
References	164
Chapter 13 • Allocation of Liability, Indemnification/Hold Harmless, and Insurance Requirements in Intern Agreements	167
<i>John Sadler, Sadler & Company</i>	
Liability	168
Workers' Compensation	170
Excess Accident Insurance	171
Personal Health Insurance or Student Insurance	172
Risks of Liability Arising from Failure of School to Adequately Screen Intern Candidate	173
Risks of Liability of Sponsoring Agency from Acts of Intern	173
Risks of Liability Arising from Intern Use of Vehicles	174
Risks of Liability to Intern	175
Conclusion	175
Discussion Questions	175
Chapter 14 • Sport Management Internships and Students with Disabilities	177
<i>John Barnes, University of New Mexico</i>	
Legal Issues Related to College Students with Disabilities	180
Internships and Students with Disabilities: Practices for Success	186
Conclusion	189
Discussion Questions	189
References	190

Chapter 15 • Sexual Harassment Issues in Sport	
Management Internships	193
<i>Annie Clement, University of New Mexico</i>	
<i>John Miller, Texas Tech University</i>	
<i>Colleen McGlone, University of Coastal Carolina</i>	
Definitions	195
Legal Bases	198
Sexual Harassment and Public Relations	200
Recommendations for University Personnel Engaging in Internships	201
The Student	202
Recommendations	202
Conclusions	203
Discussion Questions	203
References	203
Appendices	207
Appendix A	207
Appendix B	210
Appendix C	214
Appendix D	215
Appendix E	216
Appendix F	217
Appendix G	218
Appendix H	220
About the Editors	225
About the Authors	227
Index	231

Acknowledgments

During our planning for this text, we were fortunate to identify nine outstanding authors who were gracious enough to contribute their practical and research expertise in a number of areas to make this book different than other internship books. Recognition of the individuals includes such young sport management educators as John Barnes, Colleen McGlone, and Jason Lee to more the more established such as Annie Clement, Marsha Lupi, Andy Gillentine, Glenn Miller, Scott Smith and John Wendt. A special thanks goes to John Sadler, who contributed an outstanding and informative chapter on internship insurance issues from a non-academic perspective. His willingness to share this information is very much appreciated.

We are grateful to Linda Lacy for her patience in the development and writing of this book. We are also thankful for the excellent editing preparation of this text by Laura Poole. Her cooperation, ability to discern important items and meticulous attention to detail made this text flow.

We are thankful for our wives, Laura Miller and Staley Seidler, for their ability to put up with us during the writing and editing of this book. Their ability to “edit the editors” cannot be overstated. Their encouragement, insights, and understanding made the journey of completing this book a reality.

Finally, this book in many cases is the culmination of a number of people. As such, the editors would like to acknowledge the numerous yet unidentified sport management educators who have contributed to the material in this book through their contributions to sport management education. After years of cooperatively sharing information and materials, it is impossible to accurately identify everyone who may have contributed to the development of the following materials and concepts. To each of you who have so unselfishly donated your experience, knowledge, and devotion to your students and profession, we thank you.