

LSIA: Cotton Bowl Experience



Annually, through the Laboratory for the Study of Intercollegiate Athletics, the Sport Management Program at Texas A&M University arranges for up to 12 students to work on location at the Goodyear Cotton Bowl Classic. The event is held at AT&T Stadium in Arlington, Texas. The students assist the Cotton Bowl staff with the execution of the event beginning December 27th and help execute their responsibilities through January 3rd. The Cotton Bowl Experience is an opportunity presented to both undergraduate and graduate students. An event this large has various components including team hospital visits, marketing and promotions, social media use, event/game day management, and media relations, which allows for students to gain a well-rounded experience. Our agreement with the Cotton Bowl is that our students will be supervised by Dr. Shane Hudson and assist the Cotton Bowl staff as needed.

To Apply:

- 500 word essay- describing your skills and qualifications
- 500 word essay- research on grassroots marketing best practices
- Resume that includes social media and sport industry skills, 3 references, and their contact information
- Please attach cover page to application packet
- Undergraduate students must create a Top Gun account (<http://topgun.tamu.edu/>) to be considered.
 - Print your bio page from this account to include in application documents
- Applications are due in Dr. Hudson's office by **Friday, 5:00 pm, September 30th**
- Students will be notified by **October 28th** of acceptance or denial

There will be 4 classroom meetings in the fall prior to the event.

3 credit hour winter semester course (483/683 directed studies)

***Discuss with your academic advisor in regard to counting towards your degree. This course will be pass/fail.**

Students will be in Dallas, TX from **December 27th - January 3rd** for the Cotton Bowl

Dr. Hudson's office: **Blocker 342-BA**

**If door is closed put my box in room 336 E

Please e-mail any questions to Dr. Hudson at shudson@tamu.edu

Website: lsia.tamu.edu Twitter: @LSIA 12