Concordia University is proud to announce the Master of Arts Program in Coaching and Athletic Administration (MCAA) is offering an Intensive Course focused on Advanced Theory and Strategy for Coaching Football.

This graduate-level four unit course will be held at the California Coaches Conference at Concordia University Irvine in Irvine, California. MCAA 574 will offer football coaches the opportunity to increase their knowledge of operating a football program. This class will cover position specific drills, offensive and defensive alignment and strategies, the importance of continual learning, the recruiting process and situational coaching.

Instructors: Jerry Campbell (midlineopt@aol.com) and Mike Reardon (dan9duty@aol.com)

Four units of graduate level credit. Non-degree seeking students are cordially invited to enroll.

For further information about this educational opportunity, please contact Dave Cowen – Conference Director (949) 214-3262, dave.cowen@cui.edu
Katie Carson – (949) 214-3266, katie.carson@cui.edu
COURSE SYLLABUS

MCAA 574 - Advanced Theory & Strategy for Coaching Football
Instructors: Jerry Campbell and Mike Reardon
Email: Jerry Campbell: midlineopt@aol.com
       Mike Reardon: dan9duty@aol.com

Master of Arts in Coaching & Athletic Administration
Concordia University Irvine, CA
Term: Summer, 2013
Units: Four (4) Units
Class Meetings: Monday — Friday, June 24-28, 2013

MONDAY, JUNE 24
Morning Session I - 8:00 - 9:45
Dr. Mark McElroy:
“Shotgun Fly/Shotgun Perimeter Adjustments”
Keynote Speaker – 10:00-11:30
Dotsie Bausch:
“Overcoming Barriers to Achieve Athletic Success”
Lunch 11:30-12:30
Afternoon Session I 12:30-1:45
John Hamro:
“Offensive Line”
Afternoon Session II 1:45-3:00
Mike Reardon:
“Zone Running Game and All the Options”
Afternoon Session III: 3:15-4:30
Mike Reardon:
“Zone Play Action Passing Game”
Course Management: 4:30-5:00 p.m.

TUESDAY, JUNE 25
Prayer Breakfast:  6:45
Morning Session I: 8:00-9:45
Scott Westering:
“Goal Line Offense/The Screen Game”
Keynote Speaker: 10:00-11:30
Scott Westering:
“Impacting the Lives of Your Athletes”
Lunch: 11:30 a.m. – 12:30 p.m.
Afternoon Session I: 12:30 – 2:15
Rod Sherman:
“Throwing the Football Out of the Option Formation”
Afternoon Session II: 2:20-3:35
Jerry Campbell:
“Combining The 3.3.5 With the 4.2.5”
Afternoon Session III: 3:45-5:00
Jerry Campbell:
“Defensive Line Play”

WEDNESDAY, JUNE 26
Morning Session I: 8:00-9:45
Richard Fong:
“Making Any Defense Better!”
Keynote Speaker: 10:00-11:30
Bill Fennelly:
“Building a Winning Team”
Lunch: 11:30 a.m. – 12:30 p.m.
Afternoon Session I: 12:30-2:00
Richard Fong:
Practice Planning From Saturday through Thursday!
Afternoon Session II: 2:00-3:00
Jerry Campbell:
“Installing The Pistol Wing-T”
Afternoon Session III: 3:10-5:00
Ignacio Brache:
“Kicking and Punting Techniques and Drills”
DINNER AT THE VIESEMJEYERS: 5:30 – 7:30 p.m.

THURSDAY, JUNE 27
Morning Session I: 8:00-9:45
Rod Sherman:
“Running the Inside Zone If It Isn’t Your Base Play”
Keynote Speaker: 10:00-11:30
Dr. Gregory Dale:
“Developing the Credible Coach”
Lunch: 11:30 a.m. – 12:30 p.m.
Afternoon Session I: 12:30 – 2:15
Rod Sherman:
“Throwing the Football Out of the Option Formation”
Afternoon Session II: 2:20-3:35
Jerry Campbell:
“Combining The 3.3.5 With the 4.2.5”
Afternoon Session III: 3:45-5:00
Jerry Campbell:
“Defensive Line Play”

FRIDAY, JUNE 28
Morning Session I: 8:00-9:45
Jerry Campbell:
“Installing an Option and Zone Read Attack”
Keynote Speaker: 10:00-11:30
Bob Owens:
“Leading for Athletic and Academic Excellence”
Lunch: 11:30 a.m. – 12:30 p.m.
Afternoon Session I: 12:30-2:00
Jerry Campbell:
“How To Call Best Option On the Line of Scrimmage”
Afternoon Session II: 2:10-3:40
Jerry Campbell:
“Offensive Line Pass Protection Techniques and Schemes”

(Schedule and speakers subject to change.)