

Form 9a
Bi-Weekly Reflective Journal Entry

*In addition to the bi-weekly reflection based on this form, please reflect on one question per journal entry from the next page.
One journal entry every two weeks for a total of six during the semester.*

Student Name: Austin Blain

Weeks # 3 & 4 Dates: 02/04/2015

Internship Hours: Two Week Total: 72

Cumulative Total to Date: 124

Site

Supervisor: Karen Seaman

Agency: Sportsman's Warehouse

Brief description of the past two week's duties:

Over the past two weeks I had continued to work on the Marketing Contact Directory that I had started the first week of my internship as well as finished compiling packages of materials to be sent to our stores for their ladies nights. I also started compiling another spreadsheet of the stores that used all of the materials provided to them for an event held in 2014 to prepare for the event in 2015.

How are you experiencing a relevant and challenging use of your skills? This position is requiring me to utilize all the Microsoft office skills that I developed in the PRT program. I have also found determining what the appropriate marketing channels would be best for Sportsman's Warehouse challenging.

What did you learn from the experience?

I have learned how important it is to keep record of exactly what was used to advertised, what it cost the company, and what it resulted in. This not only helps you know what efforts were productive or not but also give you a base to establish your new marketing efforts and hopefully produce better results.

What worked well? What would you change next time?

I believe utilizing information from other stores marketing outlets to determine whether they could be used for both stores as a marketing resource was very helpful in getting marketing outlets for our stores. If I could change anything I would like to have less web restrictions so I can more efficiently search for marketing outlets.

Please describe the supervision you are receiving.

I am still receiving efficient supervision. I am finding myself much more independent and efficient as my internship continues due to my supervisor not constantly checking in on me. She typically will give me a project and let me work on it independent and let me periodically give her updates rather than constantly asking for updates.

Internship Journaling Questions

In addition to the weekly reflection based on Form 9a, please reflect on the questions below, one question per journal entry. A minimum of 500 words per reflection is required.

Reflective Journal #2: Reflect on your attitude toward work and learning. What are you willing to commit to your internship agency? What specific things do you intend to do during your internship that will demonstrate your commitment to the agency, your interest in learning, and your dedication to the quality of your work? Include the actions and behaviors that will demonstrate your positive attitude toward work and learning.

So far I have found that my internship has been very enjoyable and a great opportunity to witness and have first hand experience with how a company in the outdoor recreation field markets to their customers. Until this internship I have had no experience with how companies market their product and have only known what I had learned in regards to marketing in hospitality marketing and electronic marketing classes. It seemed that most everything I learned in those classes pertained to marketing yourself or marketing a particular product or service. When marketing in those circumstances social media and phone calls were the most effective way to market your services. In marketing a for-profit company such as Sportsman's Warehouse it is important to market in ways that reach a great number of potential customers such as: radio, television, expos, billboards, and newspapers.

Because of the fact that I am enjoying the opportunity to learn how companies such as this market, I am much more willing to volunteer for events and other projects that have not already been assigned to me. An example of this is that I volunteered to forfeit a weekend in late February to set up, tear down, and work the booth and exhibits we have at the Western Hunt Expo. I have also assisted in putting together silent auction products and delivered them to the company hosting this event. Along with volunteering and helping prepare for the expo, I have also taken on tasks that other members of the marketing team were unable to complete due to time constraints. These tasks have ranged from organizing materials to tracking competitor's ads. Although these tasks may have not been of high priority and not exciting, offering to take on these tasks has allowed the other members of the marketing team to dedicate more time to their higher priority projects which in turn results in better results. I believe this shows my dedication to Sportsman's Warehouse because it shows that I am willing to assist in the projects that my team members need help with. It also shows that I am willing to remove the burden of projects that need to be done but the other employees don't have time to do.

At this point I have completed a third of the time of my internship and have demonstrated my abilities with Microsoft office, compiled a marketing outlet directory, built three spreadsheets to assist in planning of future events, determined deadlines for the turkey hunting and big game hunting advertisements, determined which areas surrounding a few stores most of our business comes from, compiled packages to send to stores for their ladies night events, and assisted in preparing for the Western Hunt Expo. Along with continuing some of these projects that are not yet finished, I intend to willingly accept any other projects that are given to me as well as continue to offer assistance with projects other team members are working on. I will also assure that not only all these projects are completed to the satisfaction of my supervisor but also strive to exceed the expectations in the quality of the work that I do.