

SMGT 447A – Internship Reflection Paper

Please use the following template when writing your internship reflection paper.

Name:

Internship Site:

Site Supervisor:

Faculty Supervisor:

I. Evaluation of Learning Objectives

Please list each of your internship learning objectives, as specified on the Work Site Approval and Information Form, and provide an evaluation regarding the degree to which you were able to attain each objective. Please support your evaluation by citing specific outcomes of the work performed and/or including work samples as appendices to this paper.

(Example)

Objective 1: Develop sales skills by working on telemarketing campaign

Evaluation: I worked extensively with our group sales telemarketing campaign using a database of contacts managed by the organization and a script to guide me in my sales efforts. I completed call reports each week (see example in Appendix 1). My work resulted in four sales totaling 150 tickets and \$2,000 in revenue.

II. Connection Between Internship Experience and Course Subject Matter

Please identify at least 10 instances in which your experiences as an intern related to subject matter presented in your sport management classes. Be sure you are specific in identifying the course subject matter and clear in describing how it relates to your internship experience. As you reflect on your experience, you may find it useful to refer to some of the observations you offered in your weekly reports.

Example:

My sport marketing class covered the various tools that may be used to segment markets and identify target markets. Demographics were one of the tools we discussed, and my organization identified a key target market as males age 18 to 34. My organization used the demographic variables of gender and age to segment its market.

III. Ethical Decision Making

Describe an ethics-related decision you either had to make yourself or observed a staff member made during your internship. Specifically, please address:

1. What was the ethical issue?
2. What were the competing values involved?
3. What decision was made?
4. What was the rationale for the decision?
5. Upon reflection, what do you think about the decision? Why?

IV. Critical Thinking Skills

Describe a time during your internship when you had to employ critical thinking skills to solve a problem. Specifically, please address:

1. What was the nature of the problem?
2. What alternatives did you consider as you moved to problem solution?
3. Which alternative did you select? Why?
4. Upon reflection, how well would you say handled the issue? Why?

V. Diversity

Describe how you may have encountered diversity either within the organization in which you served as an intern or within the publics it served. Specifically, please address:

1. What forms of diversity did you encounter?
2. How did the organization manage diversity-related issues and opportunities?

3. What is your evaluation of how well the organization managed diversity-related issues and opportunities?

VI. Communication Skills

Describe the types of communication skills you utilized while conducting your internship. Based on your experience, how would you evaluate your skill in each area and what steps might you take to further enhance your skills?

1. Interpersonal communication
2. Group communication
3. Written communication
4. Public speaking

VII. Technology Skills

Describe the technological skills you utilized while conducting your internship. Based on your experience, how would you evaluate your skill in each area and what steps might you take to further enhance your skills?

1. Desktop publishing
2. Business software (e.g., database management, ticket systems)
3. Communication technology (e.g. social media)
4. Other?

VIII. Updated Resume

Attach a copy of your updated resume. Please be sure that it includes information pertaining to your internship and how your experience as an intern makes you a more qualified applicant for a job in the sport management field.