



Second Down

Weekly Report 2 08/27/18 to 08/31/18

The week focused mainly on the completion of Assessment 1, a research assessment, where through databases I was able to find the basic information on the field of Sports Marketing. Some interesting facts that the sources provided were the range of fields within sports marketing have a lot of variety, which is one of the main reasons why sports marketing is the fastest growing industry in business. Of these fields most people are drawn towards is sports agents, but honestly it isn't very appealing. There's a sort of negativity surrounding sports agents that drifted my attention towards the field I hope to pursue, marketing directors. My goals for the week consisted of time management in order to complete assignments well in advance and thoroughly, but sadly I ended up turning in the assessment the a few hours in advance indicating poor time management. The main cause of this was the surrounding tasks that needed more focus at the time such as Spanish and physics in school and tennis practice after school.

For this week, although it is short the attention shall be fixated around the upcoming assessment 2. Also in order to improve time management skills I shall get a headstart on creating ten insightful questions for mentors. Another goal is to pinpoint which job under sports marketing I deeply would like to pursue, as it is still unclear. Finally when time is available, gathering all necessary supplies shall be done.

As previously stated time management was an issue this past week. Due to tasks deemed more pressing, the assessment 1 was not completed until the last minute My work ethic could have been better if more time could've been set aside for ISM. All in all the performance wasn't completely terrible but still needs to improve. Instead of using outside of school time for complete enjoyment I plan on setting aside time slots during the day specifically for ISM work.