



Preparation for the Playoffs

Weekly Report 6 09/25/18 to 10/01/18

As the active week consisting of an assessment, cold calls, and more rapid advances in the ISM program, many of the knowledge acquired this week was fairly general towards professionalism and the field of sports marketing. Through research I found some of the popular and best ways of targeting younger audiences when marketing. With this information, in the future this asset could be used to ensure success if the task requires me to reach out to the youth. Additionally I was informed of the business symposium that could potentially connect me to professionals and possible mentors. This symposium shall showcase the professional skills that have been acquired so far through the ISM program, and shall reflect my growth on a path to a potential career in sports marketing.

Goals for the week included the general time management and thorough completion of all tasks while improving professionalism. Some measures taken to ensure the achievement of these goals were general isolation from talkative friends, mental conditioning as if each assignment was due the next day, and separate slots set aside each day to accomplish certain tasks. More specific goals included using the assessment as an opportunity to conduct actual outreach research as if simulating a real sports marketer. This would give me an opportunity to take this knowledge and use it to formulate potential marketing campaigns. My goals were skillfully completed showing more growth along with more poise and professionalism as practiced.

While isolating myself slightly by sitting away from the more distracting friends, my work ethic improved greatly. I was more focused on getting all work done due to my goals. This allowed me to spend time on all of the assignments such as the assessment, digital portfolio, and resume. When mixing time for each assignment, focus improved as each task required something different. This also improved the quality of the assignments as the diversity kept me active. In conclusion all the improvements made and general professionalism shall be displayed in this week's business symposium as I hope to connect with esteemed professionals.