

A Reflective Diary of My Time as an Intern at Swansea University



May 2019

MODULE NAME:

APPLIED INTERNSHIP

NAME:

HEATHER JACKSON

STUDENT NUMBER:

1704024

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APPENDICES

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1. INTRODUCTION

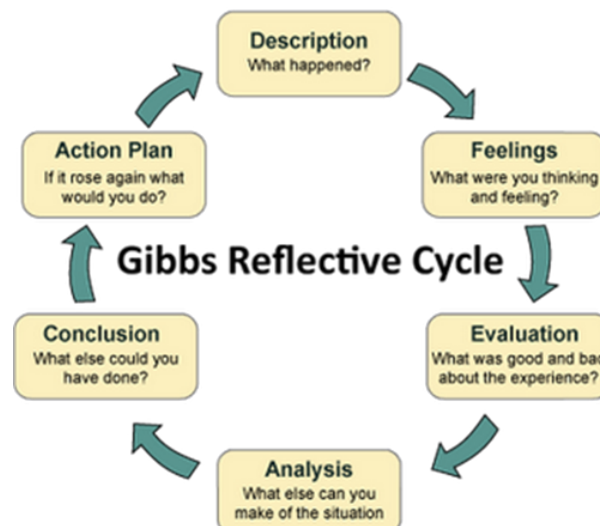
1.1 INTERNSHIP INTRODUCTION

My internship was undertaken at Swansea University, my position was a Marketing Assistant. The internship involved a variety of tasks, some more straightforward tasks such as, processing mail out, student engagement activities, and printing. However, other aspects of the internship required more considerations, activities such as: Data collection, Alumni project, Social media success stories, and open days. I spent one day a week, usually a Friday at Swansea University as part of the College of Human and Health Sciences Marketing department, where I was allocated my own desk, computer, and staff email address.

1.2 INTRODUCTION TO GIBB'S REFLECTIVE CYCLE

This report will use Gibb's (1988) reflective cycle to critically reflect and analyse, the time I spent as an intern at Swansea University. A diagram that illustrates Gibb's (1988) reflective cycle can be found in figure 2-2. Gibb's (1998) model allows for an in-depth reflection on my entire internship, Gibb's (1988) model is a multi-stage model, these stages be expanded further into the report. Cotrell (2013) highlights the importance of following a model when reflecting on an experience, continuing that this allows for a critical analysis of all aspects of an event to be made. The six stages of Gibb's reflective cycle will be used as headings throughout this report to help clarify what stage of the cycle is being referenced.

Figure 2-2



2. DESCRIPTION

2.1 ALUMNI PROJECT

The first three weeks of my time at Swansea university, were spent working on an Alumni project, due to the sensitivity of this data, not all the content can be commented on; However, a limited amount of information can be shared. As part of this project I was tasked with finding professionals that previously studied at Swansea University, using platforms such as LinkedIn. The information I gathered, was used to contact Alumni and ask them to comment on their experiences at Swansea university, as well as provide information on their current career position, and information on further study that may have undertaken. The information obtained is intended to be used to help future students gain a better understanding, of what the courses at the Collage of Human and Health Sciences could lead to in terms of career progression. View appendix A for the information on the Alumni Project.

2.2 COMPETITOR RESEARCH

The following few weeks of my internship consisted of competitor research, initially looking at universities offering the same type of courses across the UK, that continuously perform at a similar level to Swansea University in the same areas. Analysing factors including but not limited to: their website content, user experience, and content. Then taking this information and comparing it what Swansea University were already doing, after this I then made recommendations for improvements, as well as acknowledgments of where Swansea University have surpassed their competitors.

The next type of competitor research I undertook was the 'Play to Win' research, this looked at Swansea university in comparison to who they consider their main competitor, Cardiff University. This research looked at and compared information such as: Travel links, Health and wellbeing, nightlife, Food and drink, as well as Accommodation. View Appendix B for more information on this part of my internship.

2.3 SERIES OF SUCCESS STORIES

This section of my internship allowed for more creative freedom, for this part I was given the email addresses of students that had been successful, successes such as winning an award, or becoming a new student Ambassador for Wales within the nursing department. For this I had to contact the students, as well as their lecturers to find out information, as well as their thoughts and feelings on their recent success. I then had to combine this information to create profiles for individuals, these profiles included a photo, student information, a description of their success, as well as students quotes, and academic testimonies. View appendix C for an example of these success stories.

2.4 OPEN DAY

This Section of my internship was split into two parts, the ‘behind the scenes’ preparation, and the event day. Starting with the behind the scenes preparation, this consisted of the rather tedious activity of making open day packs, the packing of course information, pens, notebooks, and sweatbands into Swansea University branded bags. This task was time consuming as for most open days the department expected well over 100 visitors. Another task I undertook in the preparation of the open days was to create cover letters to send to Schools and colleges across the uk, alongside information posters to advertise the open days, for an example of this type of cover letter refer to Appendix D.

The second part of the open day tasks was the open days themselves, these days included meeting with potential students and their parents, department tours, working with student ambassadors, handing out open day packs, and the preparation of the rooms with food and drink before the events started

2.5 ONGOING TASKS

Finally, I will outline the everyday tasks and responsibilities that took place throughout my internship, tasks such as: mail out, labelling, and student engagement. I spent roughly an hour every week completing mail out, this involved printing, packaging and sending offer letters to applicants. Once a month there was an event that aimed to engage the international students, these events usually included a quiz and lunch.

3. EXPLORING PERSONAL FEELING

A few aspects of my internship felt tedious, and for want of a better word a waste of time, aspects such as mail out. However, these aspects allowed me to gain a huge insight into the 'nitty gritty' parts of a marketing career, tasks such as mail out are an essential part of an organisations marketing activities, and someone must do it.

Parts of the internship including student engagement activities and open days, these were extremely insightful, hands on and enjoyable. These activities allowed for me to broaden my understanding of PR marketing, as well as being given the opportunity to use some of the more High-Tec digital devices that Swansea University use for their marketing.

Initially when I got tasked with the success stories, as well as other social media activities, I felt a little overwhelmed, I felt alot of pressure to not post the 'wrong thing' on Swansea University's social media pages. I was also extremely conscious not to make simple mistakes during these posts such as spelling or grammar mistakes.

Overall, I feel that all parts of my internship were beneficial to me, either by allowing me to gain new skills or increase my knowledge of the job, what it entails, and why each task is necessary. I will also note that the experience of working alone, without supervision has allowed me to enhance my leadership and self-management skills. Nothouse (2013) argues that leadership skills are not always present, that they can certainly be enhanced and developed through experiences.

4. EVALUATION

To evaluate the internship itself the time I spent there will be divided into two sections: The bad parts, these will be parts that could have done with improvement or better organisation. The good parts, these will be parts of my internship that I felt I really benefited from.

Starting with the bad, the first bad point I will reflect on is the lack of organisation at the beginning of my internship, partly due to staff holiday, Christmas and other university events I initially went a month between days spent on my internship. Another point I feel that could have been improved upon was the planning of my tasks, I worked at a slightly quicker pace than my mentors expected. This left me more often than not with an hour of dead time, without a previously planned task to complete. However, this improved once I settled into a flow and had more creative control. This lack of organisation could be down to leadership styles, Kippenberger (2002) argues that success of an organisation can be down to the leadership style being used in that particular situation, continuing that not all leadership styles suit all organisations and environments.

Moving on to the good points it was extremely beneficial to be able to gain experience working within such a huge organisation, I could not have gained this experience anywhere else. With an extensive team of experienced staff that were more than happy to help me with any queries, answer questions, and offer career advice. Another beneficial factor of my internship at Swansea university was how the staff there allowed me creative freedom, allowing me to work on tasks independently this really improved my confidence in the working environment.

5. ANALYSIS

Driscoll (2001) highlights the importance of a final analysis, in planning for the future. To briefly analyse my time at Swansea University it is important to consider the points already made, while there were some bad factors of my internship mostly relating to the organisation not setting me enough work at the beginning. It has become evident that my time at Swansea University has been extremely beneficial. With the encouragement of the staff at Swansea University this experience has led to me gaining the confidence to investigate consultancy work, as well as allowing me to build my LinkedIn profile and improve my CV.

It was evident at Swansea University that each member of the team had their strengths and weaknesses, everyone had something different to offer creating a well-functioning team. Pettinger (2013) states that having different strengths within a team harmonises the working environment. Belbin (2019) reinforces this by stating there are nine team roles: resource investigator, team worker, co-ordinator, plant, monitor evaluator, specialist, shaper, implementor, completer finisher. While not all of these roles were evident within my team at Swansea University, there was definitely a spread of roles within the team.

The overall experience has significantly improved my confidence and knowledge towards hands on marketing, as well as motivated me even further towards a career in the industry. Another note is I now plan to pursue further education myself in the form of a master's degree, Spending time at Swansea University allowed me to greater understand the benefits of a post graduate education

6. ACTION PLAN

Bortan (1970) uses this stage of reflection in his model, he calls this stage the 'Now What?' stage, this stage of a reflective model is the process of using the information gathered in previous stages to work out what action should be taken next.

If in future I get the opportunity to work for Swansea University, or any other organisation as an intern I plan to have a better outline of what it is I want to learn and achieve while I am there, hopefully this would lead to a more directed approach from the organisation themselves. I also plan to seek an opportunity that allows me to work more frequently, in the hope that this will allow for more free flowing work between days, as a weeklong gap between working days proved disjointed.

In the future I plan to seek out experience in more hands-on event days, to help build my experience in PR marketing even further. Piscitelli (2009) highlights the importance of having both, long- and short-term goals, it is imperative that these goals are measurable, and the short-term goals are steps toward the longer-term goals. I would identify my short-term goals to be identifying what key elements of marketing I find both enjoyable and interesting, with the longer term goal of choosing what section of marketing I plan to begin my career in, be it digital, PR, or brand and advertising.

7. CONCLUSION

To conclude overall my internship was beneficial in variety of ways, particularly allowing me to gain hands-on insight into the marketing profession. As well as allowing for my first experience working within a team, allowing for a greater understanding of the variation in leadership styles. Another significant benefit the internship has had for me, was the practical experience I gained during events, and taking part in the social media campaigns. The biggest frustration of my internship has been identified as the lack of forward planning by the organisation, to create and allocate consistent work for me to complete, leaving me with frequent 'dead' time. However, this could easily be rectified in future. In Future I would consider another internship in a more specific section of marketing, this would help me in achieving the goal of identifying the section of marketing I would like to build my career in.

8. REFERENCES

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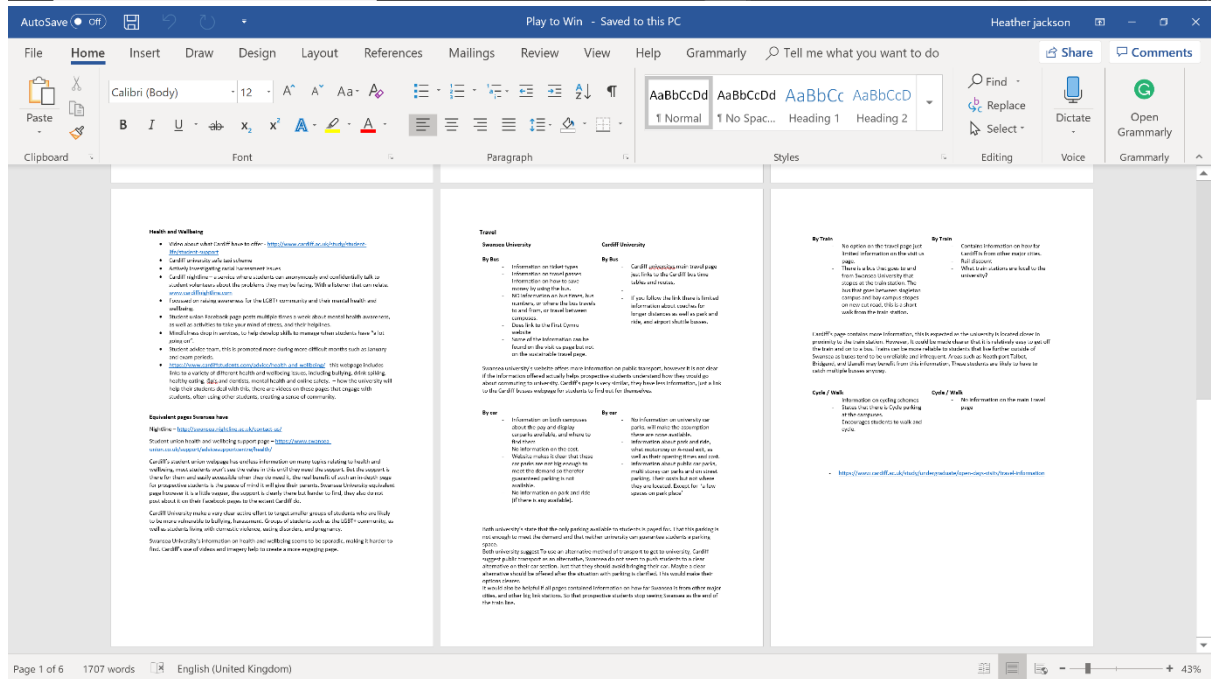
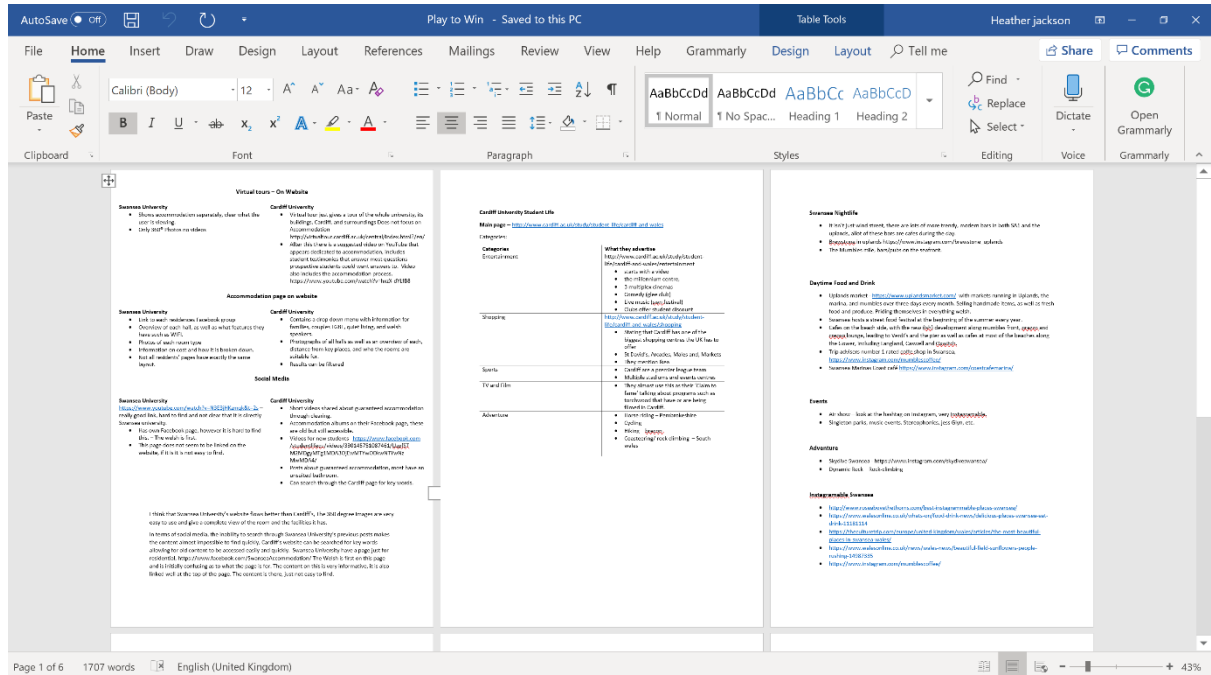
Piscitelli, S. (2009). *Study Skills: Do I Really Need This Stuff?*. 2nd ed. London: Pearson Education.

Appendix A

Course	Student Number	Alumni Number	Name	Current Role	LinkedIn Link	Related Subject
Social Work, BSc (Hons)			Adomah Nyambi	Social Work Practitioner at Powys County Council	https://www.linkedin.com/in/adomah-nyambi-56392a36/	
			Reyn Lewis	Social Worker, Coach of Llanelli Women's RFC	https://www.linkedin.com/in/reynlewis-7706214/	
			Rita Ronconi Woolford	Social Worker at City & County of Swansea	https://www.linkedin.com/in/rita-ronconi-woolford-0c73d806/	
			White White	Senior Social Worker at NHS Services	https://www.linkedin.com/in/white-white-473620a6/	
			Christopher Adekun	Experienced Child & Family safeguarding Social Worker at Somerset County Council	https://www.linkedin.com/in/christopher-adekun-828a3124/	
Health and Social Care, BSc (Hons)			Nichol Church	Tutor at Swansea University	https://www.linkedin.com/in/nichol-church-063d420d/	
Criminology & Social Policy, BSc			Martin Ols	Learner Area Manager at St David's Catholic Sixth Form College	https://www.linkedin.com/in/martin-ols-2406a134/	Just Criminology
			Steve Case	Professor of Criminology at Loughborough University	https://www.linkedin.com/in/steve-case-2545f06d/	Just Criminology
			Brand Protection & Learning Executive at Swansea City AFC		https://www.linkedin.com/in/brand-protection-2445a08d/	Criminal Justice
			Julie Hughes	HR Operations Manager at Duck Sports UK Limited	https://www.linkedin.com/in/julie-hughes-56212138/	
			Nelly Brindley Roberts	Social Policy Lecturer at The College Swansea University, PhD student CIA, Country Council	https://www.linkedin.com/in/nelly-brindley-5122a92d/	
			Stacy Mills Coach		https://www.linkedin.com/in/stacy-mills-coach-2406a134/	
			Henry Parker	Executive Search Senior Recruitment C-Suite hires	https://www.linkedin.com/in/henry-parker-063d420d/	
			Benji Torrington	Employment Support Officer	https://www.linkedin.com/in/benji-torrington-063d420d/	
			Rights Executive at ITV		https://www.linkedin.com/in/rights-executive-063d420d/	
			Jauren B	Duty Supervisor at Cardiff Women's Aid	https://www.linkedin.com/in/jauren-b-703a2a5d/	
			Emma Gidde	Head Of Service at Mosaic of Health	https://www.linkedin.com/in/emma-gidde-063d420d/	
			Aaron James	Account Manager at BSA Medical	https://www.linkedin.com/in/aaron-james-7454a7b4/	Social Sciences
			Dean Brooks	User Researcher - Office for National Statistics	https://www.linkedin.com/in/dean-brooks-063d420d/	
			Aspen Perryman	Unicler - sports developer?	https://www.linkedin.com/in/aspen-perryman-063d420d/	
			Benji Torrington	Family assessment practitioner at St Michael's Fellowship	https://www.linkedin.com/in/benji-torrington-063d420d/	Law
			Wyn Harvey	Senior Category Manager at NHS Wales Shared Services Partnership - Adding Value Through Partnership	https://www.linkedin.com/in/wyn-harvey-2120a27d/	
	Subject Query			Karin Baxter Field	Business & SMO Senior Manager at K2 Networks Limited	https://www.linkedin.com/in/karin-baxter-field-7020a27d/
			Truman Pappert GradOSH	Health and Safety Auditor at SafeContractor	https://www.linkedin.com/in/truman-pappert-gradosh-063d420d/	
			Bakutunde Soboke	Head of Information Security at Sony Interactive Entertainment Europe	https://www.linkedin.com/in/bakutunde-soboke-2d45d44c/	Social Anthropology
			Rebecca Bell	Police Officer at West Police	https://www.linkedin.com/in/rebecca-bell-063d420d/	
			Peter Cram	Fire Fighter at Cambridgeshire Fire and Rescue Service	https://www.linkedin.com/in/peter-cram-063d420d/	
Politics & Social Policy, BA			Robert H	Senior Manager APAC at Ecole Ministère de l'Enseignement Supérieur	https://www.linkedin.com/in/robert-h-527a6706/	
			Phil Gape	Studio Manager at The Studio Dublin	https://www.linkedin.com/in/phil-gape-063d420d/	
			David Wilkinson	sales consultant at Carphone Warehouse – think this might be out dated	https://www.linkedin.com/in/david-wilkinson-2120a27d/	
Social Policy, BSc (Hons)			Sam Clutton	Assistant Director, Policy at Barnardo's Cymru	https://www.linkedin.com/in/sam-clutton-5886a135/	
			Wendy McDonald	Policy, Press and Campaigns Manager at MS Cymru Cymru	https://www.linkedin.com/in/wendy-mcdonald-063d420d/	English
			Ross Thomas	Community Development Officer (SADVO) & County Borough Councilor (Bridgend CBC)	https://www.linkedin.com/in/ross-thomas-541a180e/	
			Ross Thomas	Policy & Public Affairs Manager at Tŷ Fawc	https://www.linkedin.com/in/ross-thomas-541a180e/	
Social Sciences, BSc (Hons)			Alain Thomas	Lead Consultant at Alain Thomas Consultancy	https://www.linkedin.com/in/alain-thomas-48f75515/	
			Robert Harvey	Energy Consultant at LindeGas Energy	https://www.linkedin.com/in/robert-harvey-6a458215/	
			Phil Davies	PA/Administrator at ETK Cheung LTD	https://www.linkedin.com/in/phil-davies-05d543d0/	
			Chloe S	Public Health Development Officer - Community Residence	https://www.linkedin.com/in/chloe-s-42029152/	
			Faye Fish	Supplier Relationship Manager at Adrenal Group Plc	https://www.linkedin.com/in/faye-fish-5aa45375/	
Sociology, BSc (Hons)			Stile Jones	Senior Human Resources Advisor at University of Wales Trinity Saint David	https://www.linkedin.com/in/stile-jones-ec9cd-28b723b6/	Social Policy
			Julie Wells	Learning & Assessment Co-ordinator at Cavers Wales	https://www.linkedin.com/in/julie-wells-02b66121/	English
			Simon Gault	Training & Performance specialist based in South Wales	https://www.linkedin.com/in/simon-gault-5181/	
			Maggie Davies	Senior Internal Communications Lead (DVA)	https://www.linkedin.com/in/maggie-davies-053a5c08/	Psychology
			Michael Smith	Photographer and Retoucher at Our Beautiful Adventures Photography	https://www.linkedin.com/in/michael-smith-82181814/	
			Ross Smith	Owner, COSM Interventives Solutions	https://www.linkedin.com/in/ross-smith-54247482/	English and Media
			Paul Thrane	Senior Internal Communications Lead at Driver and Vehicle Licensing Agency (DVLA)	https://www.linkedin.com/in/paul-thrane-28079237/	English
			Joara Roubagh	Head of HR Business Services, Corporate Solutions, EMFA at ILL	https://www.linkedin.com/in/joara-roubagh-17768515/	Anthropology
			Lara Beasley	HR Manager at NHS Group	https://www.linkedin.com/in/lara-beasley-17768515/	Social history
			Angela James	Commissioning at UK Ministry of Justice	https://www.linkedin.com/in/angela-james-38d7944f/	

APPENDICIES

Appendix B



Appendix C



Student Success Story



Swansea University
Prifysgol Abertawe

College of Human and Health Sciences
Coleg y Gwyddorau Dynol ac Iechyd

Donna Jones

Bsc (Hons) Adult Nursing

Meet Donna, she's been commended by her mentor for the professionalism, empathy and care that she demonstrated when exposed to a sensitive event while on placement.

Donna, who began the Adult Nursing course in 2016, said that she'd enjoyed all of the course, particularly the practical sessions and clinical placements, adding that she has been "extremely lucky to have had a variety of placements covering many speciality areas, such as burns, A&E, renal, and stroke."

She describes her current placement in intensive care as "Emotional and challenging at times, but an amazing learning experience." Adding that her commendation has given her the confidence needed to achieve her goal, and finally one day have her own set of blue scrubs.

Donna's mentor said "Donna is an excellent student who is a pleasure to mentor and who is exceeding expectations."

To learn more about our nursing courses, visit:

www.swansea.ac.uk/humanandhealthsciences

Appendix D

College of Human and Health Sciences
Coleg y Gwyddorau Dynol ac Iechyd



Swansea University
Prifysgol Abertawe

College of Human and Health Sciences
Room 305 Vivian Tower
Swansea University
Singleton Park
Swansea
Wales
SA2 8PP

FAO Head of Careers,

We'd like to invite your students to attend our Health Careers open day events. These events are ideal for students who are interested in pursuing a career in nursing, healthcare science, maternity care or midwifery and will allow them to meet our knowledgeable staff, many of whom still work in practice, and hear from current students about their experience of studying at Swansea University.

The events will be held on the following dates and locations:

Nursing, Midwifery, Maternity Care and Healthcare Science
Wednesday 1st May 2019
1.00pm - 6.30pm
Aberystwyth Park Lodge Hotel, Llety Parc, SY23 3TL

Nursing, Midwifery and Maternity Care
Wednesday 15th May 2019
4.00pm - 7.00pm
St David's Park, College of Human and Health Sciences, Block 3, Loughor Road, Carmarthen, SA31 3HB

I kindly ask that you would consider displaying the enclosed posters on your school notice boards, for the attention of your students.

I thank you in advance for your support, and hope that this effort goes some way to encourage your students to begin a fulfilling career in health.

Yours Faithfully,



Ruth Lucas

Marketing Manager | Glynis Marchant

College of Human and Health Sciences | Coleg y Gwyddorau Dynol ac Iechyd
Room 305 Vivian Tower | Ystafell 305, Vivian
Swansea University | Prifysgol Abertawe

Coleg y Gwyddorau Dynol ac Iechyd