

KUTZTOWN UNIVERSITY  
COLLEGE OF BUSINESS  
DEPARTMENT of SPORT MANAGEMENT & LEADERSHIP STUDIES

**INTERNSHIP IN SPORTS MANAGEMENT**

**WEEKLY REPORT**

Name:    Dylan Brown    Date:            May 30, 2021

Report Number:    1    Dates of Current Reporting Period:            May 23-30

                   (Sun.- Sat.).

Work Hours/Current Reporting Period:    37    Total Accrued Hours:

   37   

List work dates and hours scheduled for upcoming week: May 31 - June 6 2-8 M-F SS 3  
hours each

**Areas That Must Be Included In Each Weekly Report**

1. Summary of Weekly Activities:

- Gathering login information.
- Editing videos and photos.
- Selecting content on social media.
- Read up on breaking wrestling news.
- Facebook Updates.
- Talking over the phone for weekly goals and adjectives.

2. Problems/Challenges Experienced in the Course of Carrying Out Your Internship Duties:

- Not being face to face and able to ask questions right away.

3. Steps Taken to Address/Resolve Problems: (Match these steps to the situations described in 2)

- Will find a way to arrange zoom calls or even in person meetings at upcoming events and tournaments, texting is always available and makes it easier to communicate at busy times.

4. Internship Expectations Addressed: (see list of 19 expectations). Identify those completed by both number and describe how you obtained the information.

- For internship expectations we addressed number 4 some marketing strategy we went over were describing the organization's target market, wrestlers in the state of Pennsylvania, the parents and coaches. What are the organization's products? What is the organization's branding strategy? Starting to expand into the MMA field, following wrestlers or ex wrestlers journeys on being successful in everyday life.

5. Assignments/Projects Currently Underway (what are you assigned to do or planning to work on in the next week)

- Day to day updates on facebook and photoing editing for content on the pa power wrestling pages, start to dip in commitment edits for PA wrestlers advancing to the College level or Junior World Team.

6. Materials Acquired/Developed for Journal: (list all tangible artifacts that will be part of your portfolio)

- Proficient on understanding and developing quality content, Adobe Photoshop and Illustrator as well as iMovie will be the main materials used.

7. Additional Comments:

Continue shedding light on the sports of wrestling I'm excited to learn the ins and outs of Pa Power Wrestling. Blessed to be apart of this amazing team!