



AMP

INTERNS

Journalism 427 is a professional experience course where students use their skills in **Advertising, Multimedia Journalism, Public Relations** and **Interactive Web Management** at agencies, companies, media and other organizations. In Spring 2023, Jean Giovanetti, internship coordinator and senior lecturer, led four students through the process of evaluating their internship experiences while polishing their professional skills. Read on to find out what each student discovered...

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MY MARKETING AND COMMUNICATIONS INTERNSHIP AT OSHKOSH CORPORATION --

BY DANIEL MCKEARN

I was the Marketing and Communications intern in the Global Branding and Communications team for Oshkosh Corporation. Wow, wasn't that a mouthful, and honestly, my internship was so jam-packed with new experiences it is hard to showcase what I should talk about! Working for Oshkosh Corp. really opened my doors to new horizons where I met so many unique and amazing people that challenged me to be a better version of myself. I gained professional experience through creative writing, digital media readiness, marketing strategies, AP style skills, and social media management proficiency, to name a few.

Working on the branding team, more specifically, I understood what it meant to take care of a brand. Understanding who you are marketing towards, how you are being presented to the target audience, what is your tone, what is your attitude, knowing why you are sending a message, and other important factors such as that. Having no prior experience researching global branding culture the team I worked with quickly brought me up to speed and encouraged me to handle work at my own pace and likeness. Working at Oshkosh Corp. taught me valuable simple but valuable lessons such as putting people first, enjoying your co-workers time and truly getting to know others around you! Through learning the company mission and mindset I was able to put that knowledge into practice and promote the people first culture that Oshkosh embodies.

I was part of many communication strategies, internal and external, that represented the brand in a way that would get peoples attention and increase awareness of who and what we represent. I also coordinated and was a part of a variety of events for the company which allowed my own creative thinking to blossom into actual products. I do not regret my time at Oshkosh and I look forward to my next adventure!



This is me sitting inside one of Oshkosh's trucks!



A riverside view of where I worked at Oshkosh Corporation headquarters.



Here is their logo.

ALADDIN MARKETING & SOCIAL MEDIA INTERNSHIP

BY: MARSHALL LAUTENBACH

I currently work at Aladdin Campus Dining as a marketing and social media intern on the UW Oshkosh campus. I have been with Aladdin for a little over three years and started working as a barista, and I loved every second of it. Over time I learned the operations of the six dining venues in Reeve Union and was promoted to student manager. When I started my senior year of college, I received the opportunity to move into the marketing and social media intern position.



I started a blog series during my internship highlighting dining events such as Premium Nights, Spotlight Meals, and Taste of Nations. This allowed me to practice my writing skills and unlock a new realm of words to describe food. Also, I created graphics for Facebook and Instagram promoting new dining options and weekly specials, in addition to writing captions for Instagram and Facebook content. I used what I learned from the Digital and Social Media Strategy course to follow the best practices when working with social media platforms. Making sure that the organization's posts are not too long or short and curated for your audience is the first step in social media marketing.

Overall, my internship experience allowed me to grow and apply the skills I am learning in the classroom to real-world applications. Being able to polish skills such as writing and social media marketing has allowed me to feel more comfortable and confident when applying for full-time jobs. I would recommend this internship to any student who is looking for a space to enhance their professional skills while also gaining experience in social media marketing.

Aladdin
an elior company

Discover Oshkosh Marketing Internship

By: Anna Murphy-Pociask



Social media, website design, events and customer service! These are a few of my favorite things to do at my Marketing/PR internship with the Oshkosh Convention & Visitors Bureau, also known as Discover Oshkosh. Some types of social media that I get to work with on a daily basis at my internship include Instagram, Tik Tok, Facebook, LinkedIn and more! Some of my favorite events that I got to work include the Oshkosh Holiday Parade, Oshkosh Restaurant Week and the Chocolate Stroll in Downtown Oshkosh.



Each day looks a little different working in the tourism and hospitality industry. Some days we will be in the office helping people create an agenda for their weekend, or writing helpful blog posts for our visitors. Other days we will be out in the community taking pictures and videos to help promote businesses, services, and events. Often, I get to be a content creator for our social media accounts. I will compile our photos and videos and create Instagram reels, Youtube shorts or Tik Toks. Other times I get to deliver Oshkosh “swag” items like hats, cups, pens, and visitor guides in the Discover Oshkosh car! Our main goal at Discover Oshkosh is to ensure any visitor or resident in Oshkosh will enjoy their time and have a unique experience.

Some fun opportunities I’ve had with this internship include:

- Dressing up as a fork for the Oshkosh Restaurant Week
- Attending a ghost tour at The Grand Oshkosh
- Going to Glow In the Park Mini Golfing
- Trying a new soup flight at TJ’s Harbor
- Attending an exclusive Broadway musical at The Howard
- Driving the Discover Oshkosh vehicle through the Holiday Parade
- Volunteering at a warming shelter

I am thankful I get to meet many people in the Oshkosh community and help spread joy and positivity! At Discover Oshkosh, I am surrounded by an amazing team of people that are always willing to help me grow and learn as an individual.



Modernizing Marketing: Women's Care of Wisconsin Internship

I was able to be a Marketing Intern at Women's Care of Wisconsin. It is a healthcare company that specializes in gynecology. I mainly worked in the Appleton location where I met at the office one day a week for about 4-5 hours. However, I was constantly traveling to other locations such as Neenah, Waupaca and Berlin. When I wasn't at the Appleton office or other locations, I was doing remote work from home.

Part of my job was doing research to pass along to my superiors on how they can grow their followers and engagements. However, that was not my only job. I've had two major projects for the past couple of months that I've been working on for both the entire company and the owner himself. I created an online directory for the workers so they're all able to see the pictures of everyone at each location, including their position. This took a while considering I had to travel at every location to take a new headshot of each worker. This is a huge update because their original directory was a paper copy and the pictures were one half inch by one half inch. My other job was to create flashcards for the owner so he's able to know his workers more than he does currently.

Overall, my experience at Women's Care of Wisconsin was interesting to say the least. I felt like I was making a difference with the company, though I felt I was being undervalued. Going into an internship, I was expecting to have a lot more work and being taught how to do certain things along the way. Instead, I spent most of my time helping with assignments they might not have time for, while also teaching them modern solutions they might not understand.

Some of the fun things I was able to do during this internship included:

- Traveling to different locations
- Creating social media posts
- Creating new designs that helps the whole company
- Team lunches/drinks



By: Nick Riffe

