

Establishing a Reputation as an Intern

Evaluating Personality Credibility as a Newcomer

Topics	<ul style="list-style-type: none">• Credibility
Reference	<ul style="list-style-type: none">• Chapter 1• Chapter 16
Who's Involved	<ul style="list-style-type: none">• Tia Jarvis-Smith, marketing intern• Kip Yamada, marketing specialist

The Situation

Tia just accepted a marketing internship at the Prestigio Hotel and Resort. Kip Yamada, a marketing associate at the Prestigio, was the contact person for the internship. Hiring an intern for the summer was originally his idea, and he oversaw each stage of the hiring process. He received more than 50 résumés for the internship position. He narrowed these down to five applicants to conduct phone interviews. Next, he narrowed this group to two finalists for the position for onsite interviews. Tia came out as the clear choice in Kip's mind.

During the phone and onsite interviews, Kip was impressed with Tia's responses to several questions. On the phone interview, Kip asked her, "Why do you want to work in a hotel?" Tia responded, "Well, I don't want to work at any hotel. I want to work at a hotel that holds great meetings and conventions. I developed a sense of community pretty early in my life, and I want to be part of bringing together communities of professionals. From what I've learned, the Prestigio is a leader at doing this." She elaborated about her knowledge of the Prestigio and showed a good understanding of marketing for meetings.

Later, in the onsite interview, Kip delved deeper into Tia's desire to market meetings, "Tia, what kind of experience do you have marketing and running meetings for professionals?" Tia responded, "I don't have a lot of firsthand experience with organizing large meetings, but I've been volunteering at our local Chamber of Commerce events for the past two years. Usually, I have minor roles like being a greeter or receptionist. But, I've seen how they run events with 100 to 200 businesspeople. I've talked to a lot of the participants and have some understanding about what they are hoping to get out of the events. As far as me organizing events, I've done a lot with school clubs and summer camp events. Even though these events are all for small groups, I think I've learned a lot about how to organize and schedule activities that appeal to people." Tia spent ten minutes talking about her many experiences organizing smaller events and showed an apparent level of sophistication about events that was rare for university students. Kip was generally strongly impressed with Tia's excellent interpersonal skills and ambition.

While Kip was confident that Tia would perform well as an intern, he did have a few minor concerns, which were sparked by comments during the interviews. Kip asked her how she dealt with difficult people, and she responded simply, "I've never had a hard time working with anyone. I really believe that if you're committed to learning and sharing with others, you won't have any big problems." Kip perceived this comment as somewhat simplistic and naïve. When he asked her about how well she met deadlines, she said she "usually met deadlines" but was "open to extending deadlines when other priorities come up." She

explained her philosophy that people need to “be flexible and focus on the big picture.” Kip was somewhat perplexed by these comments but recognized that she had a fairly solid record of achievements.

Next week, Tia will begin her internship. She will work with five members of Prestigio’s marketing team. With the exception of Kip, each of these professionals will be meeting her for the first time. They each have access to Tia’s résumé (shown below) and were briefed by Kip about her performance in the interviews. Based on information from Tia’s résumé and interactions with Kip, complete the tasks below. Where you feel the information is incomplete, feel free to make reasonable assumptions.

Tia Jarvis-Smith

Education

B.S. in Marketing, Minor in Hospitality Management (anticipated graduation: April 2016)

- Achievements: Honor Roll every semester; 3.72 GPA
- Coursework: relationship marketing, social media, business statistics, hotel management
- Clubs: Marketing Club, Rotaract Club (service club sponsored by Rotary International)

Work Experience

Receptionist, Smith, Jarvis-Smith, & Spencer Law Firm September 2013 to present

- Greet clients with professionalism
- Ensure that clients are treated confidentially and respectfully
- Maintain schedule of appointments for ten lawyers

Volunteer, Chamber of Commerce September 2013 to present

- Assist with Chamber of Commerce events
- Help with social media marketing

Summer Camp Counselor, Summer Retreat Camps Summers of 2011, 2012, 2013

- Acted as leader of summer camp groups (generally ten girls between 12 and 15 years old)
- Scheduled fun and educational activities to inspire girls
- Ensured all girls in my groups were safe and abided by camp rules

Hobbies and Interests

Task 1

Evaluate credibility. Assume that you're evaluating Tia's credibility at the beginning of her internship from the vantage points of the marketing team members at the Prestigio. Explain two ways in which she potentially possesses and one way in which she potentially lacks each of the following elements of credibility: competence, caring, and character. Please write a paragraph for each; three paragraphs total or more.

Task 2

Establishing credibility. Assume that you are giving advice to Tia about how she can establish credibility. Provide your ideas in the following contexts: (a) gaining credibility among her colleagues while at her internship and b) establishing credibility with clients while at her internship. Please write a minimum of one paragraph per idea.

Based on Tia's resume, her credibility seems to be pretty accurate as far as what she told Kip. Her education and work experience seem to be on track for the position she is looking for. She seems to have researched the company she is applying to for the internship, which is a good start to learning the position.

I feel like she would be capable of doing the job, she has some experience in planning meetings and events. She has experience working with clients; however, her answers she gave on working with people did seem quite simplistic. I think she is probably capable of learning and growing in her abilities to deal better with people. I would be a bit more concerned with her comments about deadlines though. I am not sure she would be concerned with the deadlines when she states her philosophy about being flexible and focusing on the big picture. Granted you do need to keep the big picture in mind, but deadlines are very important.

She seems to have good characteristics and would most likely be a good fit with the company. Again her effort in learning about the company before her interview says a lot. I think her achievements speak for themselves as far as concerns about her character.

My advice to Tia would be to focus more on her relationships with people and look for ways to improve those relationships. She would also be wise to stick to deadlines. When you miss deadlines, it makes your work that much harder, when you have to try to catch up and complete the project.

