

Structural Tension

	Marketing + Public Relations	Photography
Age 22- Intermediate End Result #1	Graduate college with honors. Hired at a company in marketing/PR department for an entry level position.	Graduate college with honors. Start photography business and build client base. Build my brand (logo, website, FB). Begin at standard photographer's price, always making investments in improving my skills. Join PPA.
Objectives to get from Current Reality to Intermediate End Result #1	<ol style="list-style-type: none"> 1. Make connections with professionals in the field 2. Marketing related internship during sophomore/junior summer (part-time) 3. Research companies that I would want to work for (type of product, location, mission, corporate vs. non-profit) 4. Marketing related internship with desired company between junior and senior year (full-time) 5. Maintain high GPA 	<ol style="list-style-type: none"> 1. Make connections with professionals in the field, maintain current connections 2. Assist/intern with professional between sophomore and junior year 3. Build technical skills and understand business-side of the profession by interning with professionals during junior year 4. Assist/intern with professional during junior/senior summer 5. Continue work with professional during senior year, focusing on my own brand and building client base. 6. Maintain high GPA
Age 20 - Current Reality	Half way through my college career studying Economics and Business and Studio Art	Half way through my college career studying Economics and Business and Studio Art

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INSIGHTS

It was a good exercise for me to see what kind of steps I have to take to get to my initial goal at age 22, since that is the stepping-stone for me to continue on with my goals. For me, it was important in both of my interest fields that I connect with professionals now and pursue internships/assistantships for the last two summers of college. I noticed that I felt that I had more time during the actual school year to pursue more of my photographic interests rather than my marketing interests. For me, I know that my schedule is packed during the school year with classes and other important responsibilities, yet I feel that I could find the time on weekends or during slow weeks to work with photographic professionals. On the other hand, I felt that taking on a marketing internship during the school year would be adding too much to my schedule since it would require more of my time on a more formal basis. While I feel that I have less time to commit during the school year to marketing internships, I can continue with my photographic interests as much or little as I want during the year without harsh repercussions.