

Marketing Intern 2023

Brianna Harris

Marketing & Communications
Intern





Table of Contents

What Are You Looking For In An Internship?.....3

Intern Opportunities.....4

Internship Takeaways.....6

The Importance Of Marketing.....7

Experience & Projects.....8

Next Steps.....11

What Are You Looking For In An Internship?

- Learn more about marketing & all aspects of business
- Open, inclusive, welcoming work environment (DEI) (REACH)
- Experiences that will prepare me for the future





Intern Opportunities

- Intern Meeting with Rob Paterson (6/1)
 - ▶ Warm welcome to interns
 - ▶ Presentation about Kamatics operations, core values, and history
- New England Air Museum (7/12)
 - ▶ Learned more about Kaman corporation, Charles Kaman, and aerospace
 - ▶ Guided tour by previous Kamatics employee and Vietnam Veteran
- President & CEO, Ian Walsh Intern Program Presentation (7/25)
 - ▶ Presentation overviewing Kaman Corporation
- Intern Service Day - Fidelco Guide Dog Foundation (7/26)
 - ▶ Completed tasks for Fidelco, the guide dog foundation that Charles Kaman & his wife were founders of (painting, setting up tables, etc)





Internship Takeaways

Throughout my time at Kaman, I have found myself learning more about...

- Marketing
- Communication
- Supply Chain
- Business Development
- Customer Service
- Product development
- Community Service
- Finance
- International business

The Importance Of Marketing: Interview with Ryan Joseph & Bob Dizel

“We’re a critical function to the corporation... we’re the voice of the customer inside the business.”

“Customers are our #1 priority”

- Constant communication: being transparent, honest, empathetic, and respectful to customers
- Listen to customers (product & market development)

“Communication is key”

- Giving bad news to clients is hard. Diversity in types of communication is crucial to peak customer service
- Empathize with the customer
- They ask we deliver

“Sometimes we have to go above & beyond to support our customers”

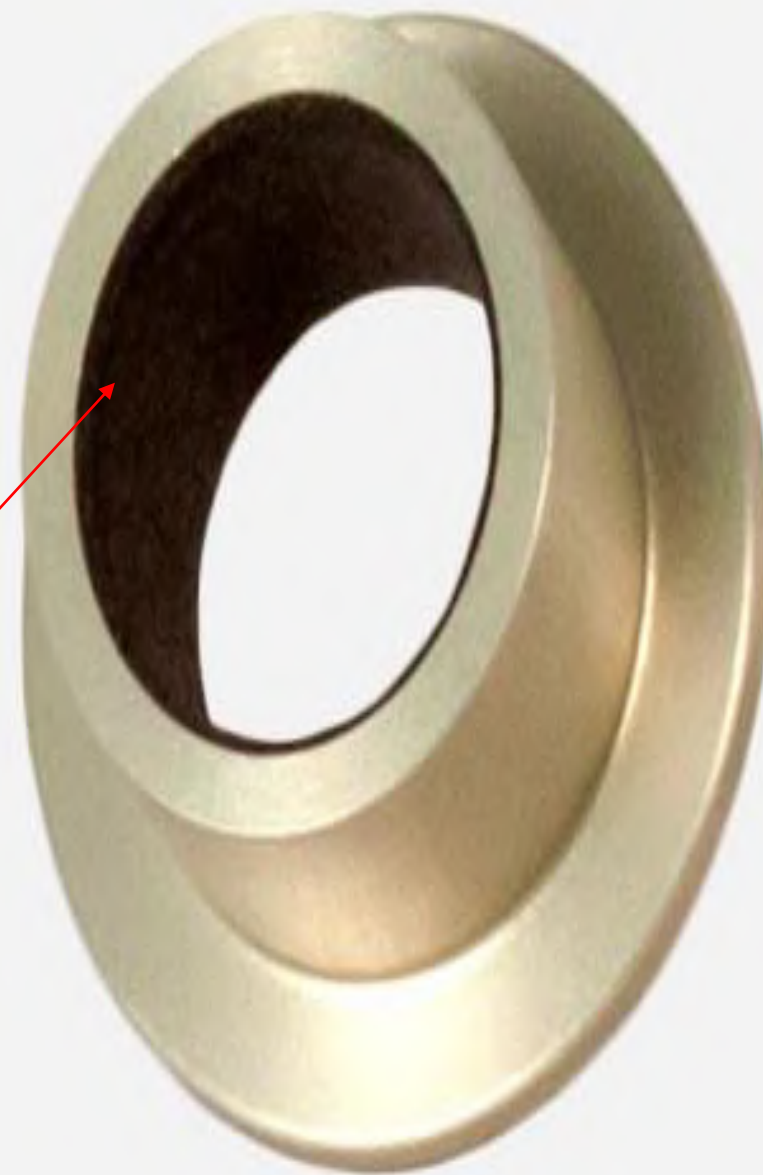
- Satisfying customers wants & needs
- Inspect & pack parts (production)
- Early Delivery

“Be prepared to constantly learn”

- Have a good attitude, take feedback, be able to work with people, and be open to change
- Don’t get frustrated when problems come your way

Experiences & Projects

- Marketing Quote & PO Training (5/23)
 - ▶ Assisted the marketing team in completing customer's RFQ
 - ▶ RFQ→(ACR)→QAS→Cost Review→Quote→PO Template
- Order Entry Training with Steph Moreland (6/22)
 - ▶ Studied PO's and learned how to enter customer's orders in IFS
 - ▶ PO & Template→OET→IFS Application→Contract review
- Airbus Bond Check Training (6/24)
 - ▶ Had the opportunity to assist the bushing value stream with inspecting parts with KAron
 - ▶ Inspected finished bushings for defects (Used a microscope to see which bushings were not coated correctly)
- Call with "Customer A" pertaining to delay in their order (6/28)
 - ▶ LT jumped to 30 weeks
 - ▶ Had extra inventory to hold them over
- Malpractice Training with Paula (7/12)
 - ▶ Learned about the importance of honesty in the workplace and being true to the company's core values



Karon

Experiences & Projects

- CSO Meeting discussing possible new part for “Customer B” (7/12)
 - ▶ Meeting with marketing, production, & engineering teams
 - ▶ Discussion about if creating this new part was feasible
- Monthly Marketing Meetings & Team Meetings
 - ▶ Group discussions regarding important information/concerns that the team should be aware of
 - ▶ Open and structured meetings that allows peers to communicate efficiently
- Meetings with “Customer C” regarding delivery improvement (Weekly)
 - ▶ 300 pcs past due as of 6/14
 - ▶ Problem with plating (resulted in back up & extra testing) (liquid nitrogen)
 - ▶ Milestone chart created for client (list of operations and quantities)

Next Steps

I will be returning to Syracuse University to finish my B.S in Marketing Management and B.A in Spanish Literature, Language & Culture

I will implement the importance of community service. I will continue to establish goals and reinforce the core values of Kaman (REACH)

I will reinforce everything I have learned throughout my time at Kamatics and practice them with confidence in my future (school and career)