



PRESS RELEASE: Asohan Enjoying Summer Internship at Mecosta County Medical Center

Betsy L Musolf to: Archive

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Here is a press release about Micah Asohan of Big Rapids, who is doing an internship at Mecosta County Medical Center. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.



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Here is the link to the story online:

<http://www.ferris.edu/HTMLS/news/archive/2012/july/asohan.htm>



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Each year, hundreds of Ferris State University students gain valuable work experience through an internship. The experience of an internship also can confirm or redirect career decision-making, provide marketability, develop people skills, and enhance classroom learning. Many academic programs require an internship, but the experience is encouraged regardless to provide students with a better understanding of what will be expected of them in the workplace. Students are participating in various internships in a variety of locations this summer. Meet Micah Asohan:

Micah Asohan

Who: A senior from Big Rapids majoring in Marketing

Internship: Public relations at Mecosta County Medical Center, an acute-care hospital that serves Mecosta County and the surrounding area.

What he's learning: Asohan assists in planning special events the hospital presents, such as contacting 84 potential sponsors for a charity golf outing that netted \$3,000 in donations. He is working on a PowerPoint presentation for the hospital's Inpatient Medical Rehabilitation Unit that he and his director will present to groups in the Big Rapids community to market its benefits.

"I am learning a lot about marketing," Asohan said. "Our department helps other departments advertise when they need it, and we help market different departments we know will bring in revenue."

How he's benefitting: The internship has created networking opportunities Asohan said could open the door to a second internship or job after graduation.

Goal for the future: Asohan plans to move to Richmond, Va., to pursue a job selling medical or fitness equipment supplies.

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