

學海飛颺學生出國研修心得報告



獲補助年度	2013 年
薦送學校、系所、年級	臺灣國立海洋大學 航運管理系 四年級
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一、 研

修學校簡介

The University of Washington (UW) is a public research university in Seattle, Washington, United States. Founded in 1861 by a private gift of 10 acres in what is now the heart of downtown Seattle, the UW is one of the oldest public universities on the west coast.

The UW is a multi-campus university in Seattle, Tacoma and Bothell, as well as world-class academic medical center. They have 16 colleges and schools and offer 1800 undergraduates each quarter. They confer more than 12,000 bachelor's, master's, doctoral and professional degrees annually.

Anyone can enjoy and be enriched by all the UW has to offer, including world-class libraries, art, music, drama, sports and the highest quality medical care in Washington State. Being engaged to their communities, and through knowledge and discovery, the UW is elevating the quality of lives of others.

二、國外研修之課程學習

Intensive Business English Program-Global Trade

The Marketing for International Professionals (MIP) certificate program at the UW enables me to study basic marketing concepts and international marketing trends and techniques while improving my english. It is taught by experienced marketing professionals and allows me to understand digital marketing and content marketing, learn about globalization and localization, know how to integrate online marketing with traditional marketing methods, and improve my ability to use English in international marketing.

The MIP certificate program was designed with the help of select professionals who have deep expertise in the field. While participating in the program, i've learned a lot about international trade and the concept of marketing, as we get to be engaged in many projects in different fields of marketing, such as designing an advertisement or learn about copy writing. For the whole quarter we were assigned to work on a project in a group of 4 people and we get to give a one hour presentation by the end of the quarter. We give project update by the end of every week, and we get to discuss with lecturers from different expertise field.

I've developed strong interest in marketing especially in the copywriting field during my study in UW, with the lectures' encouragements I decided to apply for graduate

school in the field of integrated marketing. I believe that the 3 months of exchange students has made a big change in my life, since i have found where my passion is as well my future path.

三、課外活動

As i was staying in Seattle, i was lucky enough to stay in the student dormitory.

I get to meet people from all over the world, including domestic students and students from Korea, Japan, Ireland,...etc. It was a great experience to meet people from all around the world, as we share different culture and languages. We hang out in the lounge area and learn about different things from different people. Those moments had given me a real insight into their lives - the food they eat, their tradition, their lifestyle. It was an eye-opener and has taken me out of my comfort zone. The more i interact with them, however, the more i realize that there are more commonalities among people than there are differences. I'm grateful that I have developed strong friendships with them, while parting is always sad but i know i will never forget those memories.

三、感想與建議

It has been a while since I got back from University of Washington.

I'm 22 and this is my first time to participate in the college curriculum in the United States. What I've learned was not only the academic criteria but also the experience that I will hold on to for a lifetime.

I have summarized some of the life lessons I've learned from studying abroad:

1. **Change is a good thing.** It is normal for anyone to feel a bit nervous when

embarking a new trip. When everything's new and you are not sure what to expect, it can be a bit nerve-racking. Whether it was in my blood that I love making friends or the fact that I'm fascinated with the different cultures, I've always walked away with The World: new best friends, life-changing experience, memories I'll have forever. Studying abroad has made me a firm believer in many things, but definitely in the idea that *we only learn from change*. The habitual and the routine do not force us to think or see differently. I also believe the three months of studying abroad has caused me to look for new ways to change up my own life – from deciding to get a job in the States to giving a speech about my personal experience. Change is definitely a good thing.

2. **People are different, but not that different.** During my stay in the dorm, I have neighbors from all over the world. We would hang out in the lounge area and learn about different things from different people. Those moments have given me a real insight into their lives – the food they eat, their tradition, their lifestyle. It was an eye-opener and has taken me out of my comfort zone. The more I interact with them, however, the more I realize that there are more commonalities among people than there are differences.
3. **Be alone... but not all the time.** Coming from a really small island in Asia, places to go are limited. While I was staying in the campus dormitory, I tend to take some time with myself alone to explore the campus. I decided to continue on my running routine and attempt to run along the campus and explore at the same time. Those running moments had become one of my best memories for the three months in Seattle, I feel 'free' and as if the whole world is at my fingertips. Sometimes just experiencing life as it is, and not always making it about the sights, can be just eye-opening.
4. **Less is more.** During my stay in the United States I had some opportunities to go on small trips with my new friends. When it comes to packing, I've learned that less is always more. When it comes to traveling, people will repeat their most comfortable, easy-to-wear pieces and leave the other clothes in the suitcase. When it comes to life, living clutter-free can reduce stress, while also reminding you to appreciate the

little things – the things you *already* have.

5. **Finding balance between planning and acting in a group.** I was the planner in our group of our project plan in my marketing strategies class – the one who does the research and plans the presentation. I tried to unite our group members in working toward a common goal, keep them motivated, diffuse conflict, and ultimately deliver success. During the 10 weeks of project planning, I've learned that excellent communication can be the key to successful group work. When messages are properly understood and all members feel they are being heard, the group's goal can more easily be accomplished and conflict is less likely.
6. **Keep in touch.** It is harder than you think. While I was studying abroad, I met some of the greatest people either during my stay in the students' dormitory or during the 10 weeks of school with the classmates. It was awesome, and I took it for granted. After the three months, I'm separated with them and only connected through social media. When I head back Taiwan, we stayed connected frequently, but as time goes on, those connections are harder to keep. School work piled up, and my college friends became actually the ones I'm hanging out with. Those best friends I met in Seattle became just my profile picture. My advice would be to make some time. I managed to send postcards to each and every one of them, and still make some time during the free time just to catch up and keep them updated with what's going on in my life. After all, these are the relationships worth keeping and working for.
7. **Appreciate family.** Going overseas means you see and talk to your loved ones much less. At home, I always took the support of my family and friends for granted – it is only when I was far away from them and I realize how big a role they play in my life. I skype my family every weekend and sent post cards to my loved ones in Taiwan telling them how much I miss them. I definitely felt closer to them now.

There is no real ending. It is just the place where you stop the story. I went to Seattle knowing that one day, somehow, within three months, everything will come to an end. Ends, however, are not a bad thing. They just mean that something else is about to begin. And there are many things that don't really end, they just begin again in a new

way. Ends are not bad and many ends aren't really an ending; some things are never-ending. After the two months away from Seattle, the life I spent there seemed so far away yet so close to me. It eventually dawned on me that I will never be completely at home again, because part of my heart will always be elsewhere. That is the price though, the price you pay for the richness of loving and knowing people in more than one place.

