

KRANNERT ADVISING MONTHLY

Advising future alums for 60 years and counting



SEPTEMBER 2021

Hi Boilermakers! Sent every third Thursday of the month (August - May), Krannert Monthly is a newsletter produced by Krannert Undergraduate Advising to share helpful information with students. This month's edition features the Marketing major and includes information about upcoming career opportunities, events, as well as spotlights a Krannert student and staff member. Keep reading to learn more!

IMPORTANT DATES AND REMINDERS



- Spring 2022 registration appointments are beginning soon! Be on the lookout for an email from your assigned advisor to meet and discuss Spring courses.
- The Krannert Career Fair is happening September 22nd - 23rd. Download the CF+ app today and begin scheduling with employers! Additional fair information can be found [here](#). For help preparing for the career fair, [visit the KPDC website](#).
- Be mindful of Fall semester [add/drop deadlines](#). The final deadline to withdrawal from a 16-week course with advisor and instructor approval is October 26th.

Featured Student Leader: Katarina Nikolovski

Hello Everyone! My name is Katarina Nikolovski, and I am a Sophomore studying Marketing and Entrepreneurship here at Purdue. Coming to Purdue, I knew I wanted to get involved on campus to further grow my academic and professional skills and connect with like-minded students who share similar interests with me. I found this through the organizations I am a part of: The Purdue Marketing Association (PMA), Management Ambassadors, TEDxPurdueU, Relay for Life, and Larsen Leaders Academy. PMA has a unique array of initiatives and opportunities for members to develop their skills in marketing and engage with the Purdue community. As Vice President of Events, I work on member development, event management, and with the rest of the executive board to plan weekly meetings for our organization.



➔ *Interested in the Purdue Marketing Association? Learn more [here](#)!*

I enjoy collaborating with students who share a similar passion for marketing and are going through the process of applying to internships and taking the same classes together. PMA has many guest speakers in various fields of marketing, opportunities to work with real companies in the area, and workshops to further grow skills in marketing! Additionally, I am a proud ambassador for the Krannert School of Management and aid prospective university students in their college decision process by providing comprehensive tours of the business school and networking with students through panels, informational sessions, and one-on-one communication efforts. Through my involvements, I have learned new things, enhanced my professional skills, and made many lasting connections. I truly feel like I belong at Purdue and Krannert.

More about Marketing in Krannert ...

Students majoring in Marketing get the tools they need to research, analyze and develop advertising for targeted markets based on data. After graduation, alumni manage some of the world's biggest brands. Marketing encompasses both analytics and the creativity. Some of the course content includes new product development, digital marketing strategy and social media marketing. Marketing is critical for the success of any for-profit business, but non-profit organizations like museums, hospitals, and charities also rely heavily on the success of their marketing. Watch the marketing major video [here](#).



Featured Krannert Staff: Darien Thompson, Associate Director of Diversity Initiatives



Darien serves as the Assistant Director of Diversity Initiatives in the Krannert School of Management. In this role, she supports the [Business Opportunity Program \(BOP\)](#).
Read below to hear more from Darien!

What do you like best about working at Krannert?

When you truly enjoy what you do, work doesn't feel like work. I love interacting with students on a daily basis and serving as a guide as they navigate their way towards success. I enjoy hearing about their goals and achievements, whether that be getting a good grade on an exam or landing an awesome internship/full time offer. It's very rewarding being able to be part of the process.

What else would you like to share?

During my undergrad, a professor once said "teamwork makes the dream work." These words have stuck with me throughout college and even well into my professional life. You never know who will be there to lend a helping hand.

CareerBound Corner: Competencies of the Month

Fun facts about Darien students might not know:

- I'm a huge sports fanatic! While in college playing basketball, I averaged over 20 ppg as a senior and was voted All Conference.
- I enjoy trying new experiences and am a huge foodie. Sushi is my new favorite food.
- I also LOVE anime! My Hero Academia is one of my all time favorites 😊

Tips for Success

First round of exams coming up? Check out the [Academic Success Center](#) for resources to help with effective studying, time management and exam prep!

[The Shovel App](#) is another great tool for time management.



Critical thinking is more than problem solving, although that can be a great way to start diving into the topic. You practice critical thinking when you figure out where your friend group is going to meet for a meal, or when analyzing a diverse set of sources of information to more fully address a business challenge, and in thousands of other ways throughout the day. Best of all, you don't have to necessarily stare at columns of data to build your critical thinking skills. Take a group of friends to an Escape Room or a corn maze, or [check out this list of games](#) that can help you build this highly-valuable skill employers are seeking!



Equity and inclusion is another important competency valued by today's employers. Preliminary data from 2021's first year students at Krannert suggests that about 57% of our incoming class is "proficient" or better in terms of equity and inclusion. Like the other competencies we focus on in CareerBound, there is always an opportunity for growth and development.

Consider brushing up on your Equity & Inclusion skills to showcase how you'll add value in today's increasingly diverse workplaces. Need ideas? We have a wide variety of [opportunities](#) on campus where you can lean in and learn about diversity, equity and inclusion. Need a starting point to ease into things? Check out [Global Fest in Lafayette](#) on September 18, or consider how you might apply some of the concepts outlined in [this article](#) in the clubs where you're a member or a leader!