



Marissa Schmidt

Major: Business administration-marketing

Activities: Sigma Pi Delta sorority, Advertising Developers (ADs)

Internship: Digital marketing associate with Paul Gregory Media

Post-grad plans: I have an internship in Naperville, Ill., with Paul Gregory Media, a marketing and advertising firm, starting in June!

“Marissa jumped into the ADs group her junior year as she transferred to Augustana. ADs (short for Advertising Developers) participates in a national advertising competition (NSAC) sponsored by the American Advertising Federation. Her first year she soaked up how to produce a strategic marketing plan and became even more involved her senior year. Marissa stood out for her awesome presentation skills and was selected to pitch the plan to the Ocean Spray judges.”

— Doug Tschopp, director of the Entrepreneurial (EDGE) Center, and instructor, communication studies

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SENIORS REFLECT ON ACCOMPLISHMENTS AND LOOK AHEAD

Why Augustana?

I transferred to Augustana as a junior from College of DuPage community college because I was offered an incredible transfer scholarship, and several of my family members had attended Augie. Also, I wanted a taste of the college experience, and Augustana was far enough away from home to do that!

Are you where you thought you'd be when you first came to campus?

I transferred here being a few credits shy for junior standing, so I had to work hard and take a full load of courses to graduate on time, but I am definitely right where I want to be! All of the challenges I've overcome as a student have made me stronger as an individual.

Who helped you get to where you are now?

The second I stepped foot on campus, assimilating into the Augustana culture was made possible by the transfer mentors. Several faculty have also encouraged growth in my educational pursuits, and a smaller college allows you to truly get to know your professors, who are always looking out for a student's best interest. My advisor, Professor [Melinda] Mahon, has been a cheerleader throughout my college career too, by helping me plan out my busy terms accordingly, to check off all the boxes to graduate.

Peak experience?

A peak experience was attending the National Student Advertising Competition and presenting a yearlong campaign for a client. Being a part of the Advertising Developers (ADs) team has allowed me to collaborate with students of all majors to research and dive into the marketing process to create a campaign. Actually presenting at the competition confirmed to me that this is what I'm supposed to be doing with my life.

What surprised you?

In two years here, I learned time-management skills and discovered how independent I have become. When you have a list of things to do, you'll be surprised at how organized you become, not to mention how you really learn to budget and have self-control to not spend money on unnecessary things.

How did you use Augie Choice?

I will use Augie Choice to cover food, housing and gas expenses during my internship this summer. This will be incredibly helpful, just starting out in the field.

What will you miss the most?

I will miss the friendly faces around campus and my home away from home. My sorority has also been a supportive sisterhood that will truly be missed!

Advice for the Class of 2022?

If there's ever an opportunity that comes your way, take it! No matter how challenging it may seem, experience is everything, and you develop skills when you immerse yourself in something you aren't fully confident in doing.