

November 14, 2020

Marquette University  
Diederich College of Communication  
1131 W. Wisconsin Avenue  
Milwaukee, WI 53233

To the Graduate School Selection Committee:

I am writing a letter on behalf of Ms. Natalija Popovic, a public relations major at Marquette University who is applying for Graduate School entry. I had the pleasure of instructing Natalija in Advertising Principles coursework at Marquette University in 2018. I would like to take the opportunity to recommend her for your master's program.

During the semester that we spent together, Natalija applied her knowledge to a real-world marketing case for Marquette University's Office of Marketing Communication. She developed marcom strategy, developed an advertising plan, and pitched OMC on a campaign to increase unaided awareness of the MU brand in the Midwest. Her team did well, getting one of the best grades in the class, and Natalija easily earned an A for her efforts. Her team gave her perfect marks in peer assessments, and this is a credit to her leadership abilities.

Her performance in individual assignments and class participation was equally outstanding. I enjoyed watching her successfully grapple her way through complex readings and assignments. She also had a strong showing in a mini project for Kohl's Department Store led by Adam Albrecht of The Weaponry Advertising Agency as well as two Kohl's marketing executives.

As an Adjunct Instructor at both Marquette University and Carroll University, I am often asked to write recommendations for students pursuing master's degrees, refer them to area employers, or act as a professional reference. Of all the references, recommendations and referrals I've made, Natalija clearly stands out as one of the best and brightest to me. I'm confident that she will succeed in her studies. Natalija is a highly dedicated person and her discipline will translate well to graduate school success.

More recently, I had the pleasure of coaching her on a public relations project for another course. I think highly of students that reach out for advice when they need it. She is a sound critical thinker, and her maturity is leaps and bounds ahead of her classmates.

It is for these reasons that I offer high recommendations for Natalija without reservation. Her abilities and drive will be an asset to Marquette. If you have any questions regarding this recommendation, please do not hesitate to contact me.

Sincerely,

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