

My education will affect many lives



Beverly Graham

College: Communication and Information

Program: Integrated Marketing Communication

Degree: Master's

Why FSU?

I have had the pleasure of witnessing the preparedness and successes of FSU's alumni. After working with several FSU alumni and doing research on the communication's program, I knew it was the school to increase my knowledge and skill set.

Motivation to pursue a graduate degree

I desire to develop programs and businesses that will later have a positive holistic effect on low-income communities

Importance of research and work

Minorities lack representation in many areas. There is a lack of marketing that stresses the need for more minorities in all professional fields and even in receiving advanced degrees in higher education. I want to increase the representation.

Advice for prospective students

Graduate school may not be for everyone, but do not create excuses to avoid graduate school. Your education is an investment; take it seriously, and take advantage of the resources provided.

Career aspirations

I aspire to be the head of marketing and communications at a company that shares my vision for increasing minority representation. Through these experiences, I hope to build my network and develop the skills to implement programs and businesses that will further this vision.

