

Kyle Elmore – marketing

Why did you choose your degree program? How has it helped you grow personally and professionally?

I chose my degree program and my majors because I was always interested in understanding more about business. I chose my marketing and management majors because the intro classes were exciting, and the professors were amazing. This degree program has helped me grow tremendously by helping me grasp so much knowledge from the business world.

What activities are you involved in at McKendree?

Throughout my career here at McKendree, I was on the men's basketball team for all four years. I was in several honor societies, which include Phi Kappa Phi, Phi Eta Sigma, and Mu Gamma Kappa. Also, I was the student vice president for Phi Kappa Phi for the last two years. Another activity I participated in at McKendree was the Regional Business Council Mentorship Program.

What are you most proud of accomplishing during your time here?

I am most proud of receiving the award for being the top marketing student in the School of Business and also getting summa cum laude honors.

If you could go back in time, what advice would you give your first-year self?

To take in more of the experience that McKendree has to offer and to attend more campus activities.

Who helped you the most on your journey?

It's hard to say just one person who has helped me most in my journey, so I am going to say several. First, my management professor and advisor, Dr. Jean Sampson, has helped me immensely with my class schedule. She has also given me guidance in various scenarios and is someone who makes the School of Business amazing. Next, my marketing professors, Dr. Allie Helfrich and Dr. Brittany Dobill, are the best. Having both of them as my marketing professors made me want to pursue a career in marketing because of how great they are at using real-world tools and experiences to teach their classes. Lastly, my family has been very supportive of me throughout my time here at McKendree.

What's next after graduation?

What's next for me is to continue my search for a position in marketing that I am passionate about and that will help kickstart my career.