

Genevieve Kurtz



Major(s): Communications – Journalism and Public Relations

Minor(s): Marketing and Spanish

Career Goals: My career goal is to work in non-profit and political marketing, raising money for philanthropic and progressive organizations.

Research Project(s):

- Salisbury University Events App, Fall 2016
- Social Media and the Youth Vote, Fall 2017-Spring 2018

Research Mentor(s):

- Dr. Chrys Egan
- Dr. Kirsten Passyn

Conference(s):

- National Conference on Undergraduate Research, Spring 2018

Grant(s):

- NCUR Travel Grant and Honors Research Grant

Award(s):

- Won First Place at the Direct Marketing Association of Washington Education Foundation's Collegiate MAXI Competition, Spring 2016
- Salisbury University Sales Championship Semi-finalist, Fall 2017

How has engaging in undergraduate research impacted your academic success?

Partaking in undergraduate research has opened doors and provided opportunities that would have never been possible otherwise. When participating in research for the Communications Research course in the Fall of 2016, my teammates were able to travel to Memphis, TN, to present our research at NCUR. Though I was studying abroad and unable to attend, I was still offered the opportunity to present at a national collegiate research conference, which is not an opportunity many students have as undergrads. This year, I am working on my honors thesis research project, which I plan to present at NCUR this coming spring. I am also considering submitting my thesis to various journals and publications, with the possibility of having my work published in an established marketing journal. Research has given me the opportunity to work closely with bright, passionate professors, who have helped me immensely throughout the research process. Without their support and assistance, none of the work I do would be possible.

How has Salisbury University helped you to achieve your academic and professional goals?

In my experience, the faculty and professors at Salisbury University are helpful, engaging, self-less, and will do anything to help their students. My professors have given me opportunities both in and out of the classroom that have helped me build my professional skills and network. My professors have been vital in helping me reach my academic and professional goals, through various means. Thanks to the faculty and professors at SU, I have been able to travel, conduct my own research, participate in competitions, and meet and network with leaders and professionals in my industry. I have been accepted into respected graduate programs due to the support of professors who wrote me kind and thoughtful letters of recommendation. The support I have received from professors and faculty is something that is unique to SU – that kind of individualized support system is not found at many universities.