

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

SCHOOL OF CONTINUING EDUCATION

Student: Kunaal Bhargava
Course: Introduction to Marketing: How Companies Reach Consumers
Date: August 14, 2014

Introduction to Marketing is a demanding college-level course. Students are required to critically examine multiple ads and promotional campaigns, read about current issues in the field of marketing communications, and understand the process of persuasion as it relates to influencing consumer behavior. Additionally, students work in teams to create an integrated marketing communications plan designed to deliver targeted messages to specific segments of the consumer market. The results are then delivered in the form a hypothetical marketing proposal and a collaborative "pitch" presentation made to the class.

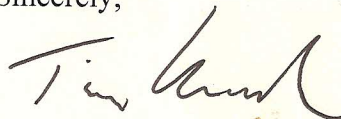
Throughout the course, Kunaal distinguished himself by consistently performing well above average. He completed all his work promptly, thoroughly, and intelligently. And while Kunaal might have participated more frequently in class discussions, on those occasions when he did contribute, his questions and observations were typically informed and insightful.

One method I use to assess academic potential is to have students write two "Issue Analysis" papers, where the objective is to apply concepts and theories covered in class to specific marketing related case studies. On the whole, Kunaal did well on these assignments. He received the equivalent of a B+ on the first paper and an A+ on the second. This is indicative of Kunaal's capacity to conscientiously assimilate and then master new, often difficult college-level course material.

Kunaal also did exemplary work with his team in developing their marketing proposal. For this assignment, students were required to select a product or service currently experiencing some difficulty in the market. Each team was then tasked with improving market performance by creating a more effective marketing strategy. Here, whether in terms of identifying a relevant target market, developing a distinct brand positioning strategy, or fashioning a compelling marketing message, Kunaal's contributions were indispensable. In fact, his work in this regard demonstrated a level of creativity and sophistication consistent with what one might ordinarily expect from students in a college-level marketing class.

Taken together, I can say with confidence that Kunaal possesses the overall academic ability necessary to excel at meeting the challenges of attending a highly selective university like Columbia.

Sincerely,



Tim Novak, Ph.D.
Introduction to Marketing

SECONDARY SCHOOL PROGRAMS

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