

Greetings MS-CXM Applicant,

Now that we've gotten the formal MSU graduate school admissions process out of the way, we'd like to get to know you on a more personal level by completing an exercise that we hope will be fun and creative for you. This activity will be utilized in evaluating your application and helping your classmates to know you better if selected:

Persona: Using Microsoft Powerpoint, Google Slides, or a similar presentation program and drawing on examples such as [these](#), create a persona in a **single slide** that addresses the following:

- Name
- Photo: Provide a photo that best represents your personality.
- Quote: Beneath your photo, provide a quote or tagline that represents you as an individual.
- Defining Traits: Identify at least three traits or distinguishing qualities or characteristics that define you as an individual while providing a one-sentence description of each.
- Education: Provide your educational background, beginning with your most recent degree, in reverse chronological order.
- Work Experience: Provide a brief synopsis of your work experience, mainly work experience that you feel is most relevant to the MS-CXM degree program.
- Goals: What are your career goals?
- Motivations: What motivations underlie or help to explain your career goals?
- Frustrations: What have been the greatest frustrations you've experienced while attempting to achieve your career goals?
- Hobbies and Interests: When you're not working, how do you like to spend your spare time?
- Brands: What brands best represent you as an individual?
- Personality Traits: Utilizing the personality trait indicators on slides #3 (Johnnie) or #5 (Sophie) as a guideline, indicate where your personality falls

Once you've completed your slide, convert it to a pdf document and upload the document directly to the applicaiton.