

Highlights from Saunders Students on Co-op

What's great about your co-op?

One of the great things about having an international co-op experience is being able to gain a wider understanding of the driving forces in the world's economy. My time in Beijing, China has been an interesting journey. I really like being exposed to so many different cultures and languages here in the workplace. I gained a better understanding of what really goes on in terms of social marketing, and quickly learned what it was that I enjoyed doing and what I did not. I also discovered new things about myself, and what path in life and career I wanted to lead. I had to learn how to quickly manage my working day, and it is still a work in progress managing new tasks coming in from different client teams, including Baidu, Xinhua News, Hainan Airlines, and more. I would strongly recommend anyone to go abroad and experience a life in a country that is the complete opposite (in some degrees) in their respective countries.

How has Saunders prepared you for employment after graduation?

As time passes, business practices will evolve and change. RIT has prepared me in the sense of more applicable technical skills, and Saunders in terms of a more general understanding and familiarity when it comes to businesses on a global scale.

Why Saunders College and RIT?

I originally started out as a BioMed major and later transitioned into International Business, finding several new fields of interest, including Marketing and Management! I decided to transfer into the College of Business because it was the best fit based on my future goals and plans, as well as what it was that I wanted to do later on in life. I really enjoyed how much my professors stress on personal and academic acumen and work ethics when it comes to our studies.

Find This Student On LinkedIn: <https://www.linkedin.com/in/loganolugo>

Major in International Business and Marketing, Class of 2017

Co-op Company: Soci-Link (Beijing)
Co-op Position: Social Media Marketing Project Assistant



Logan Lugo

"I've gained a better understanding of the global environment for certain. I also learned the importance of finding international friends who can give you a better and more accurate understanding what the business environment really is like in their area. Corroborating academic research by our professors with the knowledge of my international friends has helped me find familiarity in foreign business practices.



Soci-Link is a social media marketing agency based in Shanghai, with branches in Beijing, Nanjing, Guangzhou and Chongqing. We specialise in offering overseas social media marketing services to Chinese brands. We work with Chinese brands in industries include aviation, auto, ecommerce, food and beverage, and others.

DAY ONE | career ready

- Strong industry connections, offering real world experiences in and outside of the classroom
- Among the world's oldest and largest cooperative educational programs
- 94% placement rates, or higher

DAY ONE | enterprising mindset

- Pioneering Biz 1-2 program
- #1 student innovation center, Venture Creations Incubator, and over 200 clubs to join
- Ranked #21 nationally for entrepreneurship

DAY ONE | stand out

- Over 80 minors available at all 9 RIT colleges
- Nationally recognized STEAM programs (Science, Technology, Engineering, Arts and Math)
- Students develop unique personal brands that employers seek

DAY ONE | connected

- Small class sizes, 100% taught by faculty
- Low student to faculty ratios, and highly accessible faculty
- Plugged into over 118,000 RIT alumni and large university resources