

Highlights from Saunders students on co-op

What Do You Do?

In My Town Trails, I was the marketing assistant. I managed the promotion of the start-up through social media. Since our target market was town park and recreation directors, I contacted them through email or phone and set up a time where I can show them how My Town Trails works. I also gave detailed presentations to the towns that were interested. I was also held responsible for reporting company trends and data each week. I used Google Analytics to show the traffic on our app, website and blog. In the beginning, I learned CSS through my supervisor since I fixed up the website to make it efficient. I also learned Wordpress to write the blogs each week. The start-up company had a team of 4 and I was in charge of all the outside relations while being the marketing assistant. My supervisor was the founder of the company. He managed all the app development and initial steps for the company. He also gave me the knowledge and tips to further improve the relations with our target market.

What's Great About Your Co-op?

The company worked out of a co-working space so there were a lot of different startups so I got to experience and learn new business everyday. There was a person working on a golfing app for the Google Glass so I got to try the Google Glass. I also learned a lot of different new skills just by talking to the owners of the different startups.

Why RIT/Saunders?

I was touring on Accepted Students Day in April 2013 and I heard about the business programs at RIT as well as the high ranked MBA program. The programs and the opportunities are what allowed me to choose RIT.

Marketing Major Class of 2018

Co-op Company: Mob Action Games LLC

Co-op Position: Marketing Assistant



Simran Makker

"Going forward, I am really glad I chose to be a Marketing major. Over the summer, I was struggling with this decision however working for the start-up has confirmed that I will in fact enjoy myself in marketing and entrepreneurship"



Mob Action Games is a new startup company focused on building mobile apps that get people more physically and socially active using games and gamification.

Find This Student On LinkedIn: www.linkedin.com/in/simranmakker/

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
- 96% 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 programs in engineering, technology, arts, and design
- 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 110,000 RIT alumni and large university resources