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Rodgers Townsend Visit Offers Insight for Lindenwood Advertising Students

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November 28, 2023

Lindenwood University advertising and public relations students gained invaluable knowledge and insights following a visit from Rodgers Townsend Executive Vice President/Chief Creative Officer Mike McCormick on October 12.

Lindenwood Advertising and Public Relations Program Chair Dr. Kristy Tucciarone organized the event to help her students gain knowledge and prepare them for real-life experiences.

McCormick gave a presentation called, "Making Magic from the Middle," which focused on simplicity and creativity in an increasingly complex and analytical world. The presentation also highlighted how geography is not a barrier to success, as well as noting that budget and lack of resources are not acceptable excuses in the business world.

Rodgers Townsend is an integrated, future-focused creative powerhouse, according to its [website](#). The agency helps brands succeed with simplified strategy, inspired design, and integrated creativity.

McCormick also stressed the need for students to find simple solutions with human insights and to not ignore their gut feelings in certain real-world situations.

Rodgers Townsend Director of Talent and Agency Relations Carrie Muehlemann also was in attendance at the event, and she was more than thankful for the opportunity to share professional insight with Lindenwood students.

"Thank you for always including us and for everything you do to help set your students up for success in this wonderful world of advertising," Muehlemann said.

The visit gave students an opportunity to get a first-hand glimpse into the business world of marketing and advertising, as well as the necessary skills needed to thrive after college. Lindenwood student Chelsea Rackovan attended the event and came away with invaluable tips that she will carry with her throughout her professional endeavors.

“I learned that creativity is a job,” Rackovan said. “But you also have to play hard.”