

April, 01, 2025

To Whom It May Concern,

It is with great enthusiasm that I write this letter of recommendation for **Sara Rosas Rivera**, whom I had the pleasure of teaching in two marketing courses at Champlain College: *Introduction to Entrepreneurial Marketing* (first year, first semester) and *Marketing Research for Entrepreneurs* (second year, second semester).

Throughout both courses, Sara consistently demonstrated a high level of engagement, discipline, and a strong passion for marketing. She showed exceptional dedication to her learning and regularly went above and beyond in both individual and group projects. In *Introduction to Entrepreneurial Marketing*, Sara earned an impressive **96% on her final marketing plan and presentation**, which was worth 29% of the course grade. Her project stood out for its creativity, clear structure, and strong business logic. She presented her ideas with confidence and clarity, showing her ability to connect theory to real-world application.

In *Marketing Research for Entrepreneurs*, Sara's final project—a proposed launch of a new fast-food restaurant in Greater Montreal—was one of the most thorough and insightful submissions in the class. She achieved a **97%** on this research project, which accounted for 20% of the course. Her work included a well-crafted Google survey she independently distributed to students, a detailed market analysis based on demographic and consumer behavior data, and original menu and advertising concepts tailored to the target market. Her attention to detail, research depth, and strategic thinking were commendable.

Sara also developed essential academic and professional skills during these courses, including time management, analytical reasoning, and marketing research methodologies. She adapted quickly to using platforms like Connect for homework and consistently submitted quality work on time.

Without hesitation, I recommend Sara for any academic, internship, or professional opportunity she may pursue. She is a bright, motivated, and capable student who I am confident will excel in any environment that values creativity, discipline, and marketing insight.

Should you require any additional information, please feel free to contact me.

Sincerely,

Ahmed Hegazy, Ph.D.

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