FREDDIE AKERS, JR.



Chef de Projet - Marketing Opérationnel, Coca-Cola Enterprises – Paris, France Marketing Intern, INVENU SMU-in-Spain SMU-in-South of France

I knew that I was going to attend SMU from the day that I set foot on campus. It is a beautiful place with a diverse student body and an award-winning faculty in the middle of wonderful Dallas, Texas, and in my mind, you couldn't get much better than that.

Being an only child from Atlanta, Georgia, I still had to sell the idea of going to school that far away from my parents. My father was easily sold by all of the goodlooking students. My mother was more of a challenge. However, once she saw the Boulevard, I knew that she was convinced when she stared in amazement and exclaimed, "This is the Champs-Elysées of Dallas!" I thought about how true her observation was and how lucky I was to have a little piece of Paris on campus with me during my time there.

I have always been interested in learning new languages because they make the world an even more fascinating place. It is extraordinary to share stories and cultural anecdotes with someone who is from a completely different country than you. Jan 2012-July 2014 Fall 2010 Spring 2010 Summer 2008

In the development of oneself, learning a new language forces you to expand your comfort zone and allows you to feel like a local in a variety of new places. With my education at SMU, I received all of this and more.

I was a foreign language major (French/Spanish), business administration minor, and European studies minor. I had the fortunate opportunity to discover the world when I studied abroad in the SMU-in-the-South-of-France program and the SMU-in-Madrid program. My most meaningful course that I took at SMU was my marketing internship in French where I worked in direct collaboration with the vice president of a marketing firm. My experiences at SMU helped shape and prepare me for my current position at Coca-Cola Enterprises in Paris, France, because of the linguistic and people skills I acquired in addition to developing a strong cultural awareness and business professionalism.

Go Mustangs!