

IMC Student Life: Beyond the Classroom



Epic Semester-long Adventure in New Zealand

Emily Renne, '17, is an Integrated Marketing Communications major with minors in Writing and Honors. In the spring of 2015, she traveled to New Zealand to study abroad at the University of Canterbury through IES abroad. She lived in Christchurch, New Zealand, on the South Island with 32 other international students in her program.

This isn't a mainstream study abroad location, so Emily was one of a few Ithaca College students. She didn't know anyone in her program until she arrived in Christchurch; she merely craved to experience the beauty of the country. She jumped into an uncomfortable situation, but when you go outside your comfort zone that is when you make the most amazing memories.

It was apartment-style housing for the study abroad students. Emily lived with four other women all from different colleges and universities in the United States. This was a random housing placement process, which can be daunting for many people. However, Emily got lucky and was placed with three other women who

would later become her closest friends. She had the honor to meet some refreshingly like-minded and adventurous people who are now some of her most cherished friendships.

At the University of Canterbury, Emily was enrolled in Principles of Marketing, New Zealand History and The Cold Continent, which is a class about Antarctica. Emily also had an internship for credit with the Ministry of Awesome, which is an organization focused on entrepreneurship startup. It was formed after the 2011 earthquakes in Christchurch to help elevate new businesses and inspire entrepreneurs. Emily was responsible for its social media platforms, which included updating its blog, conducting interviews and making evaluation surveys.

Emily wanted to experience all that New Zealand had to offer, including beautiful landscapes, breath-taking views and the wonderful Kiwis (name given for the citizens of New Zealand). Emily hiked over 310 miles collectively, including multiple weeklong hikes over looking the Southern Alps where she saw the clearest fresh water lake in the world, Nelson Lake. She cherishes the time that she watched the sunrise over the Pacific Ocean while sitting on the top of the 5,255-foot mountain peak, Mount Fyffe.

Emily said: “Sometimes the best approach to finding your way in the world is getting lost in it. Go figure.”

Story contributed by Jessica Fleck, IMC major, Class of 2017.

Photo Caption: Emily admiring Nelson Lake, the clearest freshwater lake in the world.