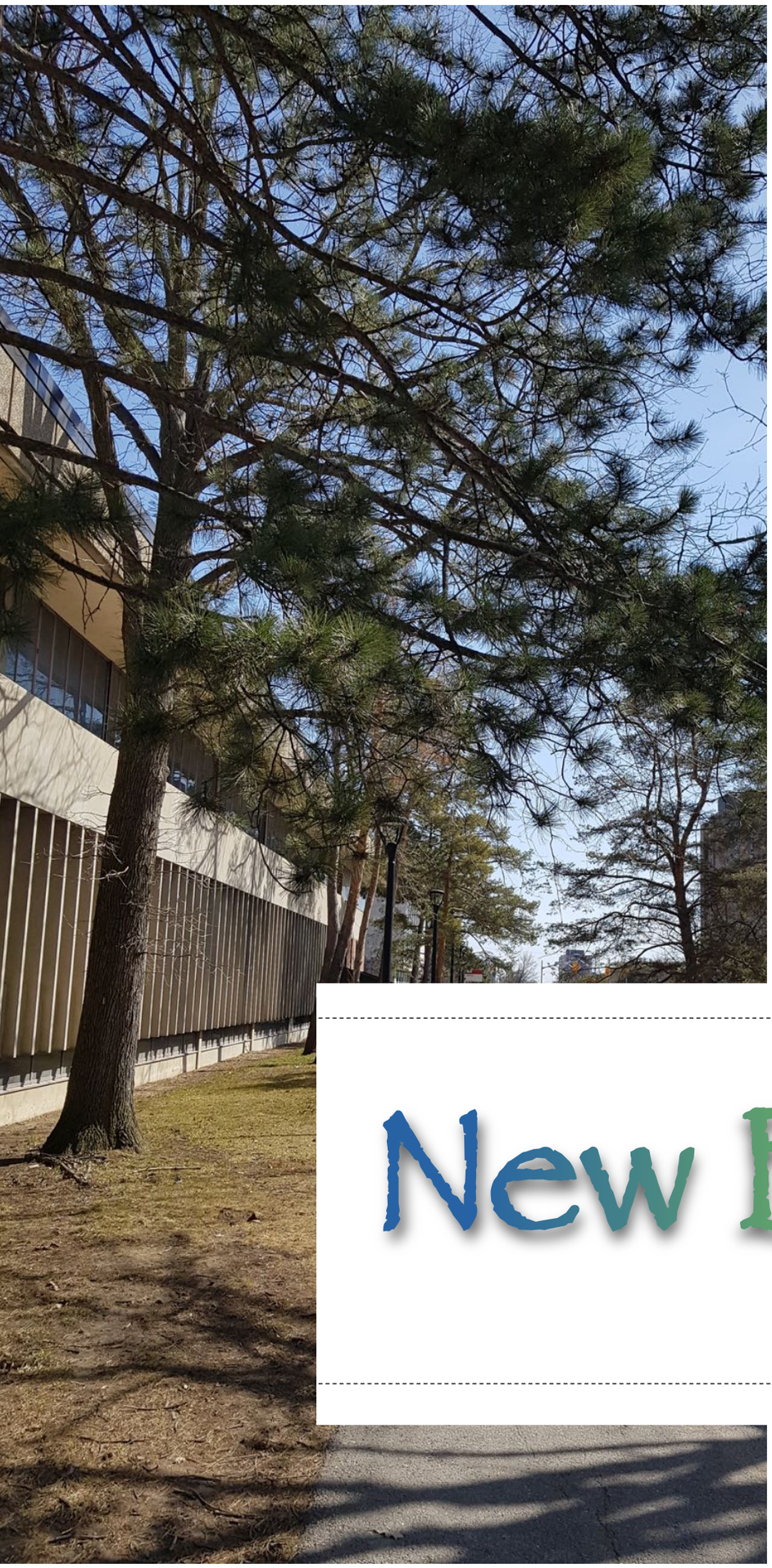
New College Monthly Newsletter



In This Issue:

Project MSS
Presented by Marketing Students Society
P.2

Study Tips For Exams
Finals are coming!
P.3-4

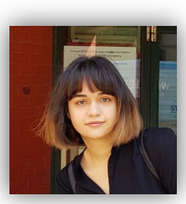
A First Year Experience
P.5

YorkU Libraries
P.6

New Beat

April 2021

Negar Fathi
New Beat Newsletter Editor
Volunteer Peer Mentor



York University's very own Marketing Students Society, MSS, hosted its first virtual case competition this year! Participants had the opportunity to display their skills to this year's sponsors and lovely judges at RBC and the Canadian Marketing Association (CMA). York University's Pallavi Sodhi was also on the amazing judging panel. Winners of the competition will be rewarded with useful networking prizes. In addition to the prizes, participating in this competition will allow contestants to showcase their creativity and problem-solving skills, boost networking skills, and gain experience in approaching marketing solutions. To prep MSS members before the competition, MSS hosted their "Crack the Case" workshop. In this workshop, MSS members had the opportunity to learn from successful case competitors, who were able to land positions at KPMG and Rogers Communications.

Participants were able to register as a single entry or as a team, comprising of two to a maximum of three individuals. Individual entrants were assigned to a two-to-three-person group by the MSS executive team. The Case Competition consisted of two rounds. Registration for the Competition began on March 5th, and closed on March 19th, at 11:59 pm. Round one required contestants to submit a short video based on a marketing storytelling prompt which was sent on March 21st. Once completed, the submitted videos were carefully evaluated by the MSS executive team. The top five groups were chosen to move to the second round.



During round two, the top 5 teams presented their solutions to the CMA x RBC case, which was sent out on March 28th. Round 2 Case presentations were held on April 2, at 5 pm EST. Competitors had the opportunity to present their solutions to a total of three judges, two of which were from the Case sponsors, RBC and CMA, and one from York University. The judges evaluated all the teams based on a well-thought-out evaluation rubric and chose the rankings as such.

We were incredibly grateful to have RBC and CMA on board this year as our sponsors and had a great experience working with them to deliver an enriching experience. As our final event has come to an end, we would like to thank everyone who contributed on the backend or participated on the frontend for all our events this year. To those that are interested, MSS will be hiring for open positions for the 2021-2022 academic year! Follow us on our socials @mssyorku and stay tuned for hiring updates. Thank you for an incredible year, and we're looking forward to what's next!



Study Tips For Exams

Finals are coming!

Studying for exams can be a very stressful time for any student, so knowing how to study effectively can make a big difference in anyone's university career. I know that you all want to ace your exams, so here are a few study tips that can help you succeed in your courses and avoid stress.

1. Find a good study spot

To excel in your courses, it is very important to find the right environment to study in. I know that this may be difficult because we are all stuck at home, but even so, you can still find a spot that works best for you. The best study environments are the ones that increase your productivity, so it is important to find "your spot" in order to have an easier time studying for exams.

2. Stay organized

I believe that organization is key to success in university. It can be very challenging to remember all the deadlines, dates, and times from all your courses, so buying a planner is a great investment. A planner will help you be on top of your classes and feel less stressed when there is an overwhelming number of assignments to complete. Staying organized will help you be more productive in your courses.

3. Create flashcards

Creating flashcards is one of the best ways to review difficult class concepts. It allows you to quiz yourself and recognize what class material you need to review again. This method of study not only allows you to stay organized but also helps you recognize your strengths and weaknesses in your classes.



4. Take breaks

Taking breaks throughout your study session is very important for your body and mind. It allows your brain to recharge and approach the material in a more focused and productive manner. The best way to study is thirty-minute intervals with five-minute breaks in between. This method helps you to memorize and understand more information in a shorter amount of time.



5. Do not procrastinate

Cramming your study material into a few days before your exam only leads to stress and burnout. It is important to pace yourself and split your study into parts in order to better understand the material. Stretching out your studying into several parts allows you to fully absorb the information and be more productive.

Even though there are other effective ways to prepare for an exam, these five tips are definitely a great start. Exam season can be a very stressful time, and knowing study techniques that work best for you, will make the study process easier. Study hard and good luck with your Finals!

Elena Oganyan
New College Council
Director Athletics



A First Year Experience

Nabiha Tariq
New College Council
Director Promotions





Ending my senior year of high school and starting my first year of university amid a global pandemic has been a unique experience. Starting university, I was not sure what to expect; however, I knew it would be somewhat different. One of the biggest differences I've noticed from high school was the amount of freedom I had concerning my classes. Keeping up with classes and starting my first semester at school, I was determined to stay on top of my work. However, well into my first few weeks, I found myself facing the inevitable, falling behind. With all the freedom given about when to submit assignments and complete quizzes, one can often let them slip away and end up getting overwhelmed by the amount of work left that's needed to be completed. I knew when I started my second semester that I couldn't let that happen again. Determined to make sure I was on top of my work for the second semester, I used a calendar to plan out any quizzes, tests, or assignments I had for the year. So far, it has been working, and I make sure to take it one week at a time. Trying to get to know people through my classes helped, but the way I got to know more people were through events organized by the YorkU clubs.

When I first started university, I had no intention of joining any clubs. However, when I found out that there were opportunities to join the student council, I decided to give it a shot and ran for a position. I am now very happy that I did because my university experience wouldn't have been the same without it. Making friends & being Involved with everything online, it made it harder to get to know people in any of my classes and develop friendships. What helped me get to know more people were taking the first step to message people to introduce myself.



YorkU Libraries are currently inviting students to complete a survey to gather feedback on their experience and/or awareness of the online research help services. Results gathered from this survey will help in planning forward to Fall and beyond.

Please consider filling in a short survey to gather feedback about your experience of research help services at YorkU Libraries. Results gathered from this survey will enable the Libraries to plan for improved services in the future.

This survey should take between 5-7 minutes to complete. Please submit your response by **April 9**. Participants in this survey are eligible to be entered into a draw to win one of three York University Bookstore gift cards worth $25 each!