A Fletcher education is highly customizable, and each student may decide on a different academic trajectory to suit his or her own professional and academic goals. To get a better sense of how these individual curricular decisions can play out, we asked recent students in their final semester to talk about their goals, their classes, and the decisions made during their Fletcher career. Meet Alejandra:

**Pre-Fletcher Experience**
Deputy Director Industry Research at ProMexico, Mexican Agency for Trade and Investment Promotion
Head of the Research and Evaluation Department, Promexico

**Fields of Study**
International Business Relations
Development Economics

**Capstone Topic**
A case study on marketing for non-profits

**Post-Fletcher Professional Goals**
I am interested in a career in the communications field. My interests lie in areas related to marketing strategies, strategic communications and advocacy. I plan to work in organizations/projects that would allow me to combine my interests in communications, strategy, and development by providing strategic communications advice to advance causes with social impact.

**Curriculum Overview**

**Semester One**
- Corporate Finance
- International Finance
- Econometrics
- Development Economics: Policy Analysis

*During my first semester I wanted to acquire a set of basic tools that would better prepare me for future courses while fulfilling some of my requirements. I wanted to get practical skills that would allow me to better market myself in the labor market. I particularly liked Professor Jenny Aker, who taught Econometrics, a great and engaging teacher.*

**Semester Two**
- Culture and development
- Marketing for nonprofits
- International Organizations
- International Financial Management
During this semester I wanted to really explore and enjoy the interdisciplinary approach of the Fletcher curriculum. My first semester was interesting but was very similar to what I had done in the past (as an Economics major undergrad). The course on Marketing for Non-profits really influenced my choices for both my internship and subsequent courses. Try Professor Natalie Laidler-Kylander (one of the best!) and try something different from what you have done in the past (you might discover new career paths).

**Summer Internship**

Communications strategist at The Mae Fah Luang Foundation in Thailand

**Semester Three**

- Intellectual Property Law
- Macroeconomic Policy Analysis
- Media, Politics and Power in the Digital Age (Harvard Kennedy School)
- The Informal Economy (Harvard Kennedy School)

This semester was an opportunity to further explore my interest in communications. I took a course at HKS on Media in the Digital Age that reinforced my interest in communications. It was also a great complement with my course on Intellectual Property Law, which allowed me to explore some of the legal challenges that arise in the digital age. The course on Macroeconomic Policy Analysis with Professor Klein is a must: a very practical course focusing on quantitative analysis and policy memo briefing.

**Semester 4**

- Strategy and Innovation in the Evolving Context of International Business
- Foreign Relations of the US since 1917
- The Making of a Politician (Harvard Kennedy School)
- Regional Economic Development (Harvard Graduate School of Design)

During my last semester I completed my breadth requirements and took a course at HKS on communications and politics. The course focuses on leadership, media training, and public speaking - really valuable skills for any professional. I also deeply enjoyed the course on Strategy with Dean Chakravorti, a really knowledgeable, engaging and inspiring professor.