

To Whom It May Concern,

It is my honor to write this letter of support on behalf of Dr. Jessup. He was one of my marketing professors and a favorite teacher of mine.

As a marketing major, I took three courses with Dr. Jessup. In Marketing Research, Dr. Jessup demonstrated quality research with examples from successful and failed projects in the industry and academia. He did not hold back abundant feedback when our work was lacking, which allowed me to learn from my mistakes. Consumer Behavior greatly expanded my knowledge of consumer psychology by participating in behavioral experiments. In both of these courses, I learned how to do quantitative analysis and communicate the subsequent insights in a marketing context. In Data Mining, my favorite class with Dr. Jessup, he was able to communicate machine learning algorithms in a way I understood so that I could apply them to real decision problems. I am now in a Master of Science in Business Analytics program at the University of Texas at Austin and use the analytical tools and techniques from Dr. Jessup's classes, especially Data Mining, nearly every day in my courses.

It was because of Data Mining and Dr. Jessup's guidance that I decided to study data science. He pointed me toward additional useful classes, like Python and data management, to grow my technical skills. Dr. Jessup also gave me opportunities to learn MatLab, a computer programming language, and apply it to his research. He took time out of his day to help me when I had trouble with a computer coding problem, but he always wanted me to try and find the solution for myself. I believe I learned much more this way as opposed to him giving me the answers. I am thankful for his advice and guidance in this area, as I have to use computer programming for all of my data analysis in my Master's program.

Dr. Jessup was also a personal mentor to me. I would regularly drop into the office and have a chat about our research project, course work, or life. Some of the most valuable talks were about my plans after graduation. Dr. Jessup gave me his honest opinion about where and what he thought I would do best. Looking back, I especially appreciate his candid advice as I find myself excited and passionate about going into data science.

Dr. Jessup is an asset to ACU and the College of Business Administration. He brings a diverse set of skills to the classroom as well as a unique perspective on business marketing. His technical abilities and creative mind are valuable in research. His wisdom and knowledge are vital in advancing the mission of ACU and COBA to educate students for Christian leadership and service. Dr. Jessup is a man of God and I am thankful for my relationship with him.

Sincerely,

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