

Passion Trumps Tragedy

UNAM's best graduate from the class of 2019, Shannen Da Rocha, is a remarkable student, yet beneath the veneer of her achievement is a story of a warm and brave human being who overcame a great tragedy to find her passion.

Born in Keetmanshoop and bred in Oranjemund, Shannen Da Rocha is undisputedly UNAM's best performing graduate this year. She was awarded both the Vice Chancellor's Medal as well as the Chancellor's Medal for outstanding academic performance, averaging above 80 percent overall. She graduated Cum Laude!

The struggle

A high achiever since primary school, Shannen's life was turned upside down when tragedy struck her later in life during the early years at a South African University. While studying International Studies in South Africa, Shannen was attacked by two strangers at the campus.

Eager to appear unbroken, she resumed with her studies shortly after the ordeal. Her parents were supportive and believed that she was strong enough to persevere. Time proved otherwise. Soon after, she found herself suffering from Post-Traumatic Stress Disorder, rendering her usually sharp mind unable to focus or memorize things the way she used to. "I always had a really good memory, but I somehow lost the ability after what happened to me", she said.

Unable to focus, Shannen could not



Shannen receiving the Chancellor's Medal

continue with her studies despite many desperate attempts. Her mother said, "Maybe International Studies is not your thing, you don't fit to be a politician". She then sought a safe space where she could gain back her confidence and live a life unhindered by the past. She decided to go and live with her grandparents in Keetmanshoop.

Inspiration

Somehow, as if by fate, she got the chance to be a relief teacher, standing in for a teacher at a primary school in Rosh Pinah. There, working with small children and experiencing how vulnerable they are and what limited social help they receive, she discovered her passion to work with small children. "I felt good being

around them, not only as a teacher, but as person who is there for them when they need someone to talk to".

After the teaching stint, Shannen enrolled for a Bachelor of Education focusing on Pre-Primary and Lower Primary at the Southern Campus. With a renewed sense of confidence and passion to help children. She worked hard. Unable to rely on a sharp memory, she made extensive notes, something she never used to do. Preparation for tests and assignments always began weeks before, not days. "The inspiration from those children, and my hard work is what got me here".

On graduation day, last week Thursday in Keetmanshoop, a teary eyed Shannen walked off the stage into the embrace of her supportive family. She credits both her parents for being there for her but gives emphasis to her mother as someone who has "endured a lot yet is still bubbly, loving and likeable".



Proud moment with the Vice Chancellor

1st Southern Campus PhD

Founded barely four years ago, the UNAM Southern campus is the newest of the 12 campuses. It began with just 45 students and today has more than 1400 enrolled. It has since begun to produce higher qualifications such as masters and doctorates.



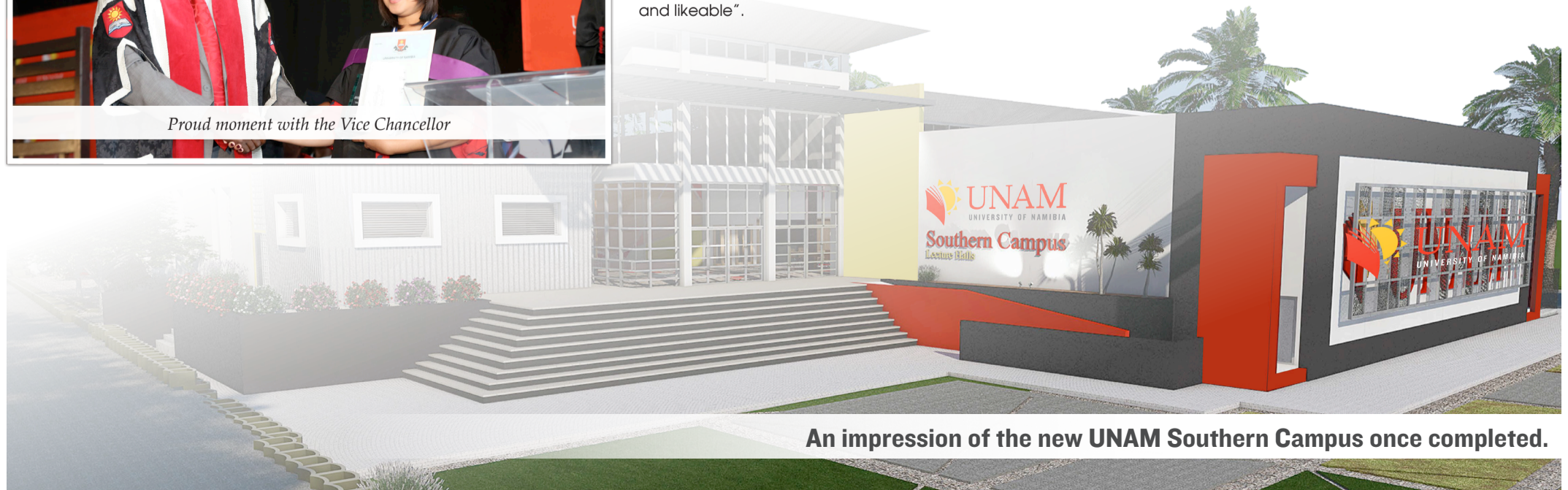
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DOCTOR OF BUSINESS ADMINISTRATION
FACULTY OF ECONOMIC & MANAGEMENT SCIENCES

DISSERTATION: AN INVESTIGATION INTO CONSUMER ATTITUDES AFFECTING THE ADOPTION OF MOBILE MARKETING IN NAMIBIA

Summary of Dissertation

The study investigated how consumer attitudes affect the adoption of mobile marketing in Namibia. In addition, the study sought to determine if the factors identified in the literature also influence consumer attitudes towards mobile marketing adoption in Namibia. This study pursued a positivist research philosophy and explanatory or causal research design, since this would not only address the research objective, but would also be highly appropriate in revealing new knowledge through hypothesis testing. Survey Research Strategy was suitable for this study in order to investigate the factors affecting consumer attitudes and mobile marketing adoption.



An impression of the new UNAM Southern Campus once completed.