

Application for msc marketing



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Personal ment I have always envisioned marketing as a dynamic and challenging career. Marketing has been one of the most crucial functions in contemporary organizations as it encompasses the development of strategies that would ensure that products or services would continue to serve and satisfy customers' needs. I would like to delve into Master of Science in Marketing program at the City University of Hong Kong for the primary reason that I have the burning desire to be a world class marketing professional and entrepreneur. I have gained a Bachelor of Psychology Degree at the University of California, Berkeley. Some courses that I have taken from the course modules are social psychology, research and data analysis, clinical psychology, personal financial planning, financial accounting, among others. I worked as a research assistant in a cultural and family laboratory where part of my responsibilities include interviewing children and conducting cognitive tasks. Further, I had previous work experience as an intern at a law firm last summer in London, where I had the privilege of visiting courts, prisons, and drafting legal documents, to name a few. It is during these work experiences that I realized the relevance of marketing in the service oriented organizations – I remunerated that without people with marketing skills, the services offered would not be promoted, advertised, and relayed in strategic approaches to entice target customers into availing of these services, either in academic institutions or law firms. These provided the impetus for my realization of how dynamic marketing responsibilities are compared with other equally relevant organizational functions of accounting, finance, and administration. The theoretical background gained from the academe, in conjunction with work experiences have equipped me with the basic foundations for the program by relating

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cognitive skills of diverse stakeholders of an organization and the need design marketing strategies that would serve to satisfy distinct needs and goals. The innate and genuine desire to pursue higher education focusing on this endeavor, and my future plan to be part of a global organization that requires continuous development of marketing strategies and programs that would adapt to the demands of the changing global environment. I am convinced that the City University of Hong Kong's Ms in Marketing Program is the perfect choice for me.