

# Personal statement

[Linguistics](#), [English](#)



PERSONAL MENT PERSONAL MENT As the global economic market becomes competitive, the human resource that run the economy and thus various organizations and institutions also become competitive. Fombrun (2012), notes that the human resource becomes competitive because industry players become only concerned and focused on the very best of human resource that can meet the organizational challenge. It is against this background that the need for personal and professional development is very important for everybody who aims to be part of the modern economic train. Meanwhile, one cannot achieve the needed personal and professional in the absence of education, especially Higher Education that is known for setting the paradigm for organizations to be run.

Personally, I have chosen marketing as a course and this is the area I want to penetrate with my academic studies at UCAS. My reason for choosing marketing is influenced by a number of factors, major among which is the need for me to take total advantage of booming oil and gas riches that is currently in place in Qatar. For me to take advantage of the oil and gas riches do not mean enriching myself through marketing but equipping my knowledge, skill and competence with the ever growing media and advertising popularity in Qatar. Because of the oil and gas riches, a lot of companies continue to spring up by the day. Because the companies are many, there is so much competition among them that they can hardly survive in the absence of media publicity and advertisement. This is where my professional knowledge in marketing will become useful.

My ambitions as a marketer in Qatar are well laid out. In the first place, I am hoping to start from the relatively lower rank where I shall work for a number

of up and coming multinational companies. As my experience grows, I would move on to higher grounds by taking state-oriented positions, especially towards the World Cup 2022. The World Cup is certainly a very big event that the government attaches so much importance to. The World Cup 2022 will bring Qatar closer to the whole world and thus the need to glorify the image of the country through a successful hosting. This is where the need for the tournament and country in general to be well marketed comes in. I therefore a person who can be described as very hungry for success since my ambition run very high into the long term.

I currently have so many experiences, interests and background that make me very suitable for my ambition to go as far as marketing the World Cup 2022 in Qatar. For example I am a very talented footballer who has played football from my infancy. I have joined a number of football teams and continue to play football as a mainstream hobby. I also have volunteer experience with the Doha Asian Games 2006, which brought me very close to the organizational needs of games of this nature. Having known what goes into the organization of the games, I am certainly in a position to know how to effectively market it to the larger world. What is more, I worked backstage at the Qatar Open tennis complex in 2011 and 2012, giving me much chance to learn from my superiors.

Even though I possess several skills, there are five major skills I can limit as relevant for my marketing course. These include critical thinking, project management, analytical skills, holistic approach, and technical skills. I find these skills important because they ensure that marketing is approached in a more dynamic way that makes it possible to change with changing situations

within the global marketing environment. There are some levels of knowledge in marketing that I have already acquired in my preliminary studies, which I would need to maintain. These include market information, product proposition, market channel and distribution, pricing, promotion, and sales.

#### Reference

Fombrun, C. (2012), Reputation: Realizing the Value from the Corporate Image, Harvard Business School Press: Boston, MA.