

Statement of purpose



MENT OF PURPOSE OF CANDI Virinthorn Eurvilaichit Prospective MBA

California Los Angeles The business world of the 21st century has become a more complex and diverse environment that requires no doubt a greater degree of professionalism in order to understand its complications. An MBA in business administration or management with specific stress on international business and globalization issues would come handy to an individual aspirant to contribute in no small measure to the related outcomes of research and study. My college degree in graphic design and advertising has essentially gone a long way in empowering me to articulate conceptual and theoretical paradigms in the current international business environment. Working as a creative artist for an events management company and then as an accounts executive in an advertising agency, my career prospects have been hopefully bright. This experience has inspired me to further my knowledge of the complex business world by pursuing an MBA course of study with greater emphasis on international business strategy.

I fervently hope that the level of expertise and intelligence obtained from an MBA program of study specifically from California State University, Los Angeles, could help me become a professional business executive capable of successfully piecing together the vast puzzle of literature on the subject of international business to arrive at convincing solutions. I am confident I have a highly appropriate academic background as shown by my current level of education to join the community of scholars in your prestigious MBA program. While in college, I participated in diverse extra and intra-curricular activities that allowed me to develop my creative capabilities in designing and executing highly ambitious marketing campaigns. Further I am also interested in marketing research that has a broader applicatory significance

in multicultural societies.

I was attracted by the very seminal and the broader perspective-centric nature of the contents of the MBA program of study at the California State University, Los Angeles. To be sure it's not only an academic qualification that I am interested in. In fact I am looking for a significant experience in an enriching academic environment. In other words what I have been fundamentally attracted towards in the CSU, Los Angeles is the very curriculum content based on enhancing the student's analytical skills in competitive business environments.

I am sure my ambition to be a marketing manager with particular emphasis on brand management strategy would go a long way despite the constraints that prospective students are faced with in their efforts. Being at CSU, Los Angeles, I will definitely be able to overcome most of the constraints for its resource-rich environment consisting of libraries and teaching faculty would empower me to be what I hope for.

Although many people have been able to achieve tremendous progress with their bachelor's degree alone, I still trust in a more advanced degree to make me an active and productive part of a prestigious group of professionals.

Along with higher pay, an MBA, particularly from California State University—Los Angeles, would make me more marketable with more professional career options, and higher level of acceptance among employers.

Thus, my aspiration to be a professional marketer requires an MBA with greater content of international business from a university like the CSU, Los Angeles which has been known for producing alumni who have gone from strength to strength in their chosen professional fields. This is particularly

the most weighty factor in favor my choice. Therefore I fervently hope that my efforts to join the CSU, Los Angeles, would succeed.