

# Receiving higher education

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



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Dear Admissions Committee:

My purpose for applying at Mount Saint University is to obtain a Master of Science (M. Sc.) in Public Relations. The main related disciplines which I have interest in are the following: planning communication strategies, building relations with individuals in the community and, developing projects to the enhancement of the quality of life for individuals. I find it necessary for me to acquire the basic principles in the field of public relations primarily with regard to planning communication strategies so I strongly desire to be accepted in your prestigious school.

I am a graduate of the College of Education for Home Economics and Arts and I have acquired some experience in handcrafting and fashion design. I volunteered for summer activities for a charity foundation, some of which I actively participated in the planning process. I worked at one of Saudi Arabia's largest firms where my job description included planning and management. Working with a team to look for means on how to improve employee performances and manage human resources was fascinating and the experience sparked my interest in public relations. Furthermore, the team was indulged in project analysis and plan examinations. I helped plan entry strategies, expansion and diversification, as well as company businesses. As part of the team, I have carried out preliminary feasibility studies. I studied the details of the organizational structures of one of the largest manufacturers of automatic doors and determined what needed to be restructured for the benefit of the employers and the company. I also studied their system, taking note of the strengths and weaknesses and I also helped

redesign it. Since I did not have sufficient training in the aforementioned tasks, I relied on internet sources for the knowledge I needed on planning techniques and management skills. I searched reliable sources like articles, news reports and online books that informed me a lot about planning and management.

Building relations with individuals in the community has also been a key focus of mine. I have been privileged to have been given the opportunity to lead and observe the manufacturing process and reorganize the administrative aspect of the company's system. These assignments involved interaction with people from different walks of life. All these experiences have given me valuable insights about the environment in which the companies operate, how companies affect the government and, converse how the companies are being affected by the environment. I learned the importance of flexibility dealing with different types of individuals, as well as how to organize ideas while working and, how tot multi-task. Such experiences enabled me to observe correct approaches in doing a business and to avoid ineffective strategies. In addition, these gave me an understanding of the necessity of a good organization of community structures and helped me to appreciate the significance of a system that worked well- not only for the company but with people, the “ human element”.