

# Statement of purpose - marketing personal statement

[Business](#), [Marketing](#)



## **Abstract**

Marketing has become a key issue in the 21<sup>st</sup> century because of new developments and advancements taking place in the modern society. The consumers and marketers have are progressing and continuing to be diverse and complex. The old traditional marketing techniques are inefficient and are unable to satisfy the requirements of these individuals in the business world. Factors that have contributed to the decline in basic marketing strategies include development of new technology and cultural changes that have generated a disjointed market.

My interest in the business field began when I was nine years old. During this time, I started to be involved in the real estate business my father owned at the time. Though working for my father, I learnt that being wealthy does not necessarily imply that a person will be an excellent businessperson. Basic knowledge of how certain things in the marketing world work are a vital component in the business world. Some of the things that attract me to this business field are the levels of creativity that is involved, and the dynamic atmosphere through which new ideas and challenges are experienced. My best skills include building and fostering new groups of people, leading teams, listening and critical analysis of problems.

My prior education, in a Masters degree Business Administration, has provided me with an articulate standpoint on what interests me most in the business field. While attending the lectures, a number of classes and lectures focused on the various ways companies and large business entities are

incorporating new marketing techniques to promote their products. These helped develop a creative perspective in terms of developing new marketing strategies that various organizations can apply in order to compete in the highly competitive world of business in the 21<sup>st</sup> century (Keillor, 2007). Areas of interest that I plan on doing further research that are associated with marketing include leadership, decision making, communications in marketing, brand management, promotions and prejudice. My decision to apply to this graduate school is based on the belief that this program provides the finest quality and skills necessary to prepare one for advancement in a career, in marketing strategy research. I plan to expound on knowledge I gained in my thesis and how it may be used by aspiring future organizations in marketing.

To gain experience in the marketing and business world I have managed to work several different jobs both fulltime and part time. I have held three part-time jobs and four fulltime ones. Exposure to these different working environments has further developed my business skills. Additionally, I have been able to motivate myself to become a better businessperson, as well as an individual.

Marketing in the business world of today is becoming a prerequisite in modern applications and advancement, in the business field. As the world continues to become more of a global community, the international marketing becomes a key element in determining the successes and failures of these organizations. Since the field of marketing is currently underdeveloped and ignored, an educational opportunity in this graduate

school would allow me to attain my goals of developing new and effective marketing strategies. This will result in better and efficient marketing strategies being employed in Saudi Arabia and further increase my knowledge in the marketing sector.

At the University of Majmaah, I was the first individual to come up with the International relation and cooperation section in the University. My responsibility was to supervise the operations of International relations and cooperation. Through this section, I was able to develop mechanisms of cooperation between the university and its higher education counterparts outside Saudi Arabia. Further, I was able to make and stimulate agreements of international cooperation within all academic aspects. Consequently, the international cooperation fostered patriotism by encouraging exchange of information, academic expertise and experiences for purposes of bettering and serving Saudi Arabia. Moreover, developing the international relation and cooperation at the University, assisted the university to acquire membership in related regional and international organizations.

My educational background provides a strong foundation in the business and communication field. I have a Bachelor's degree in English language in which I scored a GPA of 3.53 out of 5. Additionally, I pursued a Masters in Business Administration scoring a GPA of 4.67 out of 5. I have served in positions that required leadership and other essential skills in the business field.

As I currently lecture at the University of Majmaah, knowledge acquired in the graduate school will assist me in passing on vital marketing knowledge to my students. Apart from being a lecturer, I am the founder and chief executive officer for Wady Info Company, which specializes in IT business solutions. It offers services in research and development, analysis and innovation, consulting services and technical support. I have also served in the capacity of a senior marketing researcher for the Saudi Commission for Tourism and Antiquities. My responsibilities as the senior marketing researcher involved planning and implementing marketing strategies and ensuring that daily business activities were carried out without interruptions. I developed my analytical skills as a project manager for the Qassim information system by designing an advanced system for gathering the economic aspects of the Qassim province.

I have been involved in several committees as a member. These include the Tourism Development Committee in Qassim province, Preparation Committee for National Day in Qassim Province, Preparation Committee for the Province Festivals and Preparation Committee for Developing Marketing and Communication tools in Majmaah University. In addition, I volunteered in the organization of the traffic system at Burayadah City festivals and shared my knowledge and experience in social gatherings.

In the past, the centre of marketing has been on developing and fostering relationships with customers. New strategies are being sought to achieve the overall objective of marketing, which has always been to build stronger relationships with customers. As companies seek to incorporate social media

marketing, they need to be aware that use of social media without an effective marketing strategy market cannot be of benefit to them. In addition, some companies are reluctant to make use of social media marketing as they are deeply rooted in the traditional marketing strategies. All what these companies need is the right approaches towards social media marketing so as they may realise profits.

Companies respond to the changing marketing decisions by focusing on customers relationships. In addition, because of the dynamic customer markets, companies are forced to look for alternative ways that will increase customer loyalty in certain products. Furthermore, both new and old companies will have to align their customer management techniques because of the complex nature of the business processes.

After finishing my graduate marketing studies, I plan to apply the new approaches and strategies of marketing that I will have learnt to expand business opportunities for small and medium sized enterprises within Saudi Arabia and in Middle East. In addition, the information I will acquire in the course of the program will assist me to develop and advise businesses on ways to incorporate the modern technologies that are being used in marketing and promotions of organizations (Keillor, 2007). Furthermore, understanding the role played by social marketing will assist in penetrating additional markets and in the process expand the businesses (Andreasen, 2006).

## **Bibliography**

Andreasen, A., 2006. *Social Marketing in the 21<sup>st</sup> Century* . California: SAGE.

Keillor, B. D., 2007. *Marketing in the 21<sup>st</sup> Century* . Westport: Greenwood Publishing Group.