

# No idea personal statement example

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



## **Personal Statement**

I decided to major in marketing because of the wide spectrum of challenging and interesting career options that the discipline offers. I have always been passionate about working in the marketing industry. My dream has always been to join the industry. I believe the first step towards achieving my dream is to enrol in a leading tertiary institution and major in marketing. This is because it will not only heighten my learning experience, but will also broaden my understanding of both the local and international marketing industry.

I am currently studying in Austin Community College. I have undertaken a number of courses that taught me business theories in contemporary marketing principles and theories which I found very interesting. These theories have improved my personality, expanded my horizons and have taught me important lessons in marketing. In Austin Community College, I have been involved in numerous projects in which I took an active role in developing business strategies right from the beginning through the planning execution stages.

Out of self-initiative, due to my passionate interest in the marketing industry, I have always been keen on learning more about this fascinating industry. I spend my spare time reading marketing industry publications, researching on latest trends in marketing, watching television advertisements and analysing advertisements in magazines, newspapers and other print media. I have also read several books and academic journals in marketing science, marketing management, service management and products promotion.

Theories only make sense when they have been put in practise. In order to gain practical experience, I worked as in Macau, which has the biggest gambling industry in the world, in the finance department. The experience allowed me to appreciate important aspects of business including; ways of identifying problems, how to analyse situations, compiling accounting information, preparing financial reports and formulating business strategies that would deliver the highest returns.

I am creative and I have an outgoing personality. I believe these qualities are very relevant in the industry. Marketing involves satisfaction of consumer needs through market research, service and product development, pricing, planning, promotion and advertising. In all these activities, creativity and social skills are very important. I also see myself as a very competitive person. I constantly challenge myself to learn new business ideas and theories. So far, through my academic and practical experience, I have learned a lot about myself and I now feel confident enough and prepared to enrol for a degree and major in marketing.

After an in-depth search for a reputable university to pursue a degree in marketing, I decided to further my education at your university impressive package that you offered. My decision was also based on the known fact that University of Texas is highly ranked among universities in the USA. The academic faculty of your university is also known to be highly dedicated, skilled and passionate. When I visited the Austin- McCombs School of Business at the University of Texas, I feel in love with the University of Florida. I was impressed by the top notch facilities at the university. I believe

your university will provide me with a serene environment to study and broaden my understanding of the business world.