

Personal statement example

[Literature](#), [Russian Literature](#)



Personal ment Marketing has been a career path that I had never really thought about when I was growing up. It is a complicated subject for children to discuss and hence rarely comes up in their conversations. However, once I grew up and it was almost time to start thinking about my career path as well as the course I wanted to take in the university, my eyes opened about the different careers.

The inspiration to do a Bachelor’s of Arts in Management Studies and taking the marketing option was purely accidental. I just stumbled on a marketing magazine one day a few months before completion of high school and I instantly fell in love with the marketing field. I am almost through pursuing the undergraduate degree and I am determined to learn more about marketing but specifically the world of advertising.

In my undergraduate studies, other than the marketing elective, I also took global branding as the other elective. This involved learning about the immense world of branding and the cultures that fuel it from a global perspective. This elective opened up my curiosity further about the marketing course in general. Advertising is my special course because it involves engaging in an endless pool of creative possibilities.

I am not one of the most creative of the individuals in the world but I still have my own share of bright ideas which if polished with further education can be perfected and especially when using technology. I do not have a very elaborate or really amazing experience in the marketing field or even specifically in advertisement. This has been mainly because of working in a family business during my holidays and hence my experience is not in one special business area but is rather rounded.

I have only been able to attend a single internship during my entire course period but since I am in my final year of undergraduate study, I plan on securing another internship or at least a job in a marketing company. My lack of work experience in the marketing field or advertising specifically is in no way a hindrance to my planned career path but is merely a stumbling block which I plan on turning into a stepping stone.

My educational experiences for the entire undergraduate study has taught me that in order to succeed in marketing or in making of any advertisement, an understanding of the business working as well as the global understanding of the global business trends in an important background. I have acquired the general business working concept and with my theoretical knowledge on marketing, I am ready to focus my brain and channel my energy towards marketing.

I believe that my knowledge of the general world in as far as global branding and cultures is concerned will also come in handy during my higher education. The knowledge will act as my reference point when learning about the extensive advertising field and especially because of the global perspective it gave me. I plan on using the university impressive technological advancement and equipment to attain my vision and succeed in life.