

## Graduate Admission Essay

Growing up in a family that ran a fabric mill, my early memories were filled with stories of how my father started the business. A former teacher, my father had limited business experience and encountered many obstacles. Once, the mill closed due to disordered management and low market response. Fortunately, with the help of one of his good friends, the mill was finally rescued. From my father's hard-earned entrepreneurial experience, I came to realize the great importance of business knowledge and skills, especially management and marketing, in running a successful business. Now,...

With a passion for business, I chose International Economics and Trade as my major when I entered [Name of University] in Fall 2011. My past three years' training was successful. By taking a series of professional courses, including International Marketing, International Economic Cooperation, and Enterprise Behavior Simulation, I have built a solid foundation in economics, trade, marketing, and finance. With a strong learning capacity and hard work, my dedication resulted in a rank among the top six students in my major.

In addition to academic studies, I have broadened my perspective by participation in extracurricular activities. At university, I served as president of the International Exchange Association, tasked with spreading international culture on campus. During the time, I organized some lectures on western culture and film appreciation, which were widely received among the students. Also, as deputy minister of both the Entertainment Department and Rights Protection Department of the school student union, I had numerous opportunities to interact with students, teachers and school leaders in my work, both in arts activities and students' right defense. This has largely enhanced my communication, interpersonal skills and leadership skills, particularly in learning how to assign tasks to members according to their individual strengths. Additionally, my planning and marketing skills improved as I grasped how to address the needs of different individuals in activities. I believe these valuable experiences will continue benefiting me in my future teamwork.

To gain practical experience, during summer vacation in 2014, I began my internship in the XXXX. During the internship, I was mainly responsible for introducing internet banking to customers in the lobby. This short internship has witnessed my fast improvement in communication with customers. Initially, I communicated with the customers in a rigid and mechanical way, which proved ineffective. After learning from my direct supervisor, I paid much more attention to each customer's specific needs and conducted individualized communications with them. Being flexible in communication resulted in positive recognition by both customers and my colleagues. From this internship, I deeply felt that effective communication is essential in marketing. Namely, it is imperative to know what the customer really wants and in what way can I meet their needs.

After several years' study, I confirmed my career interests in marketing, for which I have shown huge potential both through academics and my internship. The development history of my father's fabric mill has also illuminated to me the important role of marketing in the healthy development of an enterprise, and I want to take up this challenging but exciting work. While my undergraduate program has equipped me with basic knowledge, I am eager to explore this specialized field in depth to upgrade my professional competence to that required for today's complex workplace and ever-changing market. Thus, now is the right time in my life and career to pursue graduate studies in marketing.

Britain attracts me with its encouraging learning environment and leading business education programs. Studying there would be a positively rewarding experience to me. Furthermore, XXXX University became my first choice for its unique marketing program. By taking this program, I will receive not only advanced theories in marketing, but also professional skills, such as problem resolution and decision making, required in marketing management. Studying at your university will also allow me to communicate with students from different nations. That will benefit me in cooperating with colleagues of different backgrounds in my future work. Thus, attending your program is crucial for my future career development.

After successfully completing the program, I intend to return to China. With a great interest in the cultural industry, I plan to enter the [XXXX Company], where I will be involved in marketing promotion and activities planning. Making good use of what I have learned abroad, I hope I can develop and expand the opera house's market with effective and creative marketing strategies. In the long run, I will strive to earn myself a leading position, such as the marketing director in the group.

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