

Graduate Admission Essay

Growing up in the fabrics mill of my family, my early memories were fulfilled with my father's business start-up story. He was once a teacher, who shifted from education to business by opening the fabrics mill. However, with limited experience in business running, he had made some detours. At the worst time, the mill came close to collapsing due to disordered management and low response to market. Fortunately, with one of his good friends' help, the mill was finally rescued. From father's hard entrepreneurial experience, I came to realize the great importance of business knowledge and skills, especially management and marketing, in business operation. Also influenced by father, I had been exposed to business principles at an early age and cultivated strong interest in this field.

With interest in business, I chose program of International Economic and Trade when I entered [Name of University] in fall of 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 and so on, I have built general understanding of economics, trade, marketing, and finance. With strong learning capacity and hard work, I managed to handle all the course work with ease, and the god ranking of top 6 among students in my major was a best credit to my dedicated work.

Besides academic studies, I positively involved myself in extracurricular activities. At university, I have ever served as president of International Exchange Association, in charge of spreading international culture on campus. During the time, I organized some lectures on western culture and movies appreciation activities, which are widely received among students. In addition, as deputy minister of both the Entertainment Department and Rights Protection Department at school student union, I got abundant chance to interact with students, teachers and school leaders in my work, either in arts activities or students' right defense. That has largely enhanced my communication and interpersonal skills. My leading roles in the students' organizations have also taught me how to assign tasks to members reasonably according to their individual conditions. Also my planning and marketing skills got improved. As an organizer, I grasped how to address the needs of different persons in activities. I believe these valuable experiences will continue benefiting me in my future teamwork.

To get practical experience in real world, I also seek chance to participate in social practice. In summer vocation of 2014, I began my internship at the XXXX. During the internship, I was mainly responsible for introducing internet banking to customers in the lobby, and also assisted in sorting up documents for the leaders. The short internship has witnessed my fast improvement in communication with customers. At the beginning, I communicated with the customers in a rigid and mechanical way, which proved ineffective. After learning from my direct leader, I paid much more attention to each customer's specific needs and conducted individualized communications with them. It turned out that the flexible communication way was more welcomed among them. My well-done work got recognized both by the customers and my colleagues. From this internship, I deeply felt that effective communication is very crucial in marketing. I should know about what the customer really want and in what way can I meet their needs.

After several years' study, I confirmed my career interests in marketing work, in which I have shown huge potential both in student work at university and the internship. The development history of my father's fabrics mill has also uncovered to me the important role of marketing in the healthy development of an enterprise. I want to take up this challenging but exciting work. Though my undergraduate program has equipped me with scattered marketing knowledge, it is still far from enough for me to pursue my career goals. I am eager to explore this specialized field in depth to upgrade my professional competence required for today's complex workplace and eve-changing market. Thus I now decide to pursue graduate study in marketing.

Britain attracts me with its encouraging learning environment and leading education in business. Studying there would be a positively rewarding experience to me. Furthermore, XXXX University became my first choice for its unique program of marketing. By taking this program, I will receive not only advanced theories in marketing, but also professional skills such as problems resolving and decisions making that is 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. In a world, your program will make a great difference to my future career development.

After successfully complete the program, I intend to return to China immediately to start my career development. With interest in culture industry, I plan to enter the [XXXX Company], where I will involve 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 place such as the marketing director in the group.

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