

# Personal Statement

By Tseng, XXX XXX

(註:讀書計畫應在一頁至一頁半、單行間距、字型12之間，切勿超過顯得冗長，並應分段落。)

I am an economics major, and studied several management subjects at the university. I am most interested in marketing related fields, for example, international marketing, marketing strategy, internet marketing, service marketing, and integrated marketing. Marketing skills can be applied in most industries nowadays; therefore, I set my mind on pursuing both theoretical and practical marketing knowledge for my future studies in the U.K. I believe that your programme will give me the best opportunity to achieve my goals in the future.

I have a cousin who also studied in UK, and her experience was invaluable. Moreover, I attended a summer camp in the U.K. during my studies at the university. I enjoyed the environment and life there and it was an unforgettable memory. In order to learn more about the knowledge of marketing in depth and to broaden my international insight, I would like to pursue my studies in the U.K. because of the diverse academic resources, good teaching quality and excellent courses, which can help to sharpen my skills to become a better manager with professional knowledge, experience and global vision.

In the past I worked in my father's company. I learned how to sell products to customers, to develop sales channels, to set up a strategy to improve the business operation, and to meet the customers' expectations. I realized that it is a tough job to be a good marketing person because you must totally understand the market condition and customers' needs before setting any related strategies. My father had strongly influenced me, he shared his opinions, and he also supported me to go to the U.K. to enhance my marketing knowledge in a more advanced and international aspect.

My goal is to become outstanding marketing personnel. I am eager to learn all related knowledge to achieve my goal and surpass them. I hope to apply what I learned in school in my career in the future. The international trading has become more and more popular and relevant globally. Taiwan certainly plays a vital role in this field. We have multinational companies and cultures; therefore, to be an international marketing professional person is one of the prerequisite in this new age.

Studying in the U.K. is my best choice. I am convinced and well prepared to take on the academic challenges of your graduate school programme. Hence, I sincerely hope that you will accept my application to the programme and would appreciate all the consideration you can extend on my behalf. Thanks and best regards!