

POSTGRADUATE PERSONAL STATEMENT EXAMPLE

BUSINESS WITH MARKETING

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Postgraduate Personal Statement Example: Business with Marketing

As a rational consumer, I buy the things I need and never make large purchases on the spur of the moment. Nonetheless, clearing out a pile of expired cosmetics last year, I reflected on what I had previously thought were necessities and concluded that how producers marketed products had impacted my behaviour as a consumer. There were positive influences; I switched to a wireless bra, thanks to the body-positive movement led by brands like Neiwai. However, with We Media revolutionising marketing strategies, the vast majority of which are explicitly targeted at women, it has become almost impossible to discern whether commodities, opinions and lifestyles are just other “pink tax” or traps of consumerism. Consequently, the desire to take control and apply marketing positively and ethically is critical. Developing my conceptual knowledge of digital marketing to a higher level is a key factor behind my decision to read for this MSc in Business with Marketing.

Studying a dual degree program in Finance and English gave me a range of skills necessary for this postgraduate course. Modules like Microeconomics, Financial Markets, and Industrial Economics have given me an informed awareness of business workings, providing a foundation for modules such as Quantitative Methods for Business and Strategy Practice and Analysis. Moreover, I have developed strong analytical and problem-solving skills through courses like Financial Accounting, Econometrics, and Statistical Analysis of Financial Data, which relate directly to modules in Foundations of Financial & Management Accounting and Quantitative Methods for Business. My proficiency in English will also allow me to access complex learning materials and contribute to dynamic discussions with my peers.

I gained a practical understanding of product development and marketing when working at the Digital English College and Student Service Department. At Slater Education I researched and developed an innovative course in Logical English. This experience taught me the importance of identifying and meeting customers' needs and communicating the solution's value. The company was once renowned for its quality-oriented curriculum, attracting advanced students immersed in the value of language acquisition. However, as marketing

efforts were adapted to reach lower-tier markets, data indicated that prospective students were highly utilitarian and cared more about succeeding in examinations.

Consequently, we analysed all the possible difficulties students may encounter in test papers, from identifying the language points to understanding a complex sentence. We ensured our courses covered all the skills needed to meet these challenges. We also designed a system which could be logically applied to different question styles, improving accuracy and test results. Potential students gained a clearer understanding of the value of our course in relation to success in school tests and preparation for the college entrance exam. This innovative curriculum was well received; our registered users increased by about 20 per cent, and our competitors emulated the courses.

I have learned that marketing often begins before a product is fully developed, and different departments must collaborate effectively to deliver consistent support across all channels. Before each sales period, product designers trained the sales staff regarding unique or compelling selling points. This ensured the professionalism of their pitch and provided them with a mutually beneficial competitive edge. In monthly meetings with Slater's marketing and operations team, we screened customer feedback and analysed class data to make timely adjustments. Acting on qualitative data indicating peak cycles of student focus, we shortened the time for each loop in class and increased the frequency of real-time interactions. We organised weekend timeslots for students to watch recorded lesson video replays by offering a study group service. This boosted results, improved user experience and built long-term brand loyalty.

Experiencing the fluctuating impact of a tightening financial market on online education in China, I became intensely aware that change is the only constant and that the ability to recognise and adapt in response is critical. I have been experimenting with expanding our marketing channels by running a company account on China's social platform Xiaohongshu since August. Having analysed the knowledge-sharing accounts with the most followers and ruled out saturated fields, I decided to take advantage of our access to the latest school papers to post sample essays. The first composition was from a high school affiliated with the Buckley University. This is a highly prestigious school whose test papers were sought after by teachers and parents nationwide and quickly gained me many followers. Maintaining a weekly posting model, I sometimes shared my learning methods, posting pictures of problems I encountered at high school to strengthen my connection and interaction with the audience. The account has 14,000 followers, and they have purchased more than 3,000 copies of our publications through the links I posted. It has been inspirational to explore live-streaming commerce and other social media marketing strategies.

Four years ago, I declined an offer from Marshall Foreign Studies University because I could not see where my genuine interest lay, but I am now certain that I want to develop a professional role as a brand marketer. I want to build creative, women-empowering marketing programs that drive business growth and marketability whilst contributing to the rise of influential brands. The more I research this Business with Marketing program, the more compelling and enticing it becomes. Yours is one of the few institutions that highlights the importance of developing and sustaining brands in a global context. Effective as "carpet bombing" advertising campaigns may be, educated consumers are more likely to relate to a powerful story and the core values behind a brand. Truly engaging brands can create a win-win situation by guiding users towards a more positive lifestyle. This sector, rich with empowerment and purpose, attracts me the most. I am confident that I can contribute to the

development of the program's overall learning experiences by providing valuable industry insights and collaborating with my peers to a high level. I am eager to put immense effort into my learning and development and to validate your favourable consideration throughout and beyond the course.

