

# POSTGRADUATE PERSONAL STATEMENT EXAMPLE

## eBUSINESS MANAGEMENT

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### Postgraduate Personal Statement Example: eBusiness Management

Digitally mediated business, especially e-business, thrived in the pandemic. Social media, online courses and shopping united global and local communities. To better understand the digital marketing profession, I participated in real-world business experiences, competed in national advertising festivals, interned in various industries and conducted formal research into marketing-related disciplines. I am now ready to develop my knowledge of this sector more formally, and I am confident that this MSc in eBusiness Management will provide me with the academic depth to complement my ongoing research practice.

As an undergraduate, I explored the impact of datafication and digital integration on our globalised world. Examining academic and empirical investigations into ongoing mediatization indicated that deep digitisation and the embedded networks of countless digital footprints foster a digital society that transcends national boundaries and facilitates greater interconnectedness and cultural flow. Studying *Technical & Labour Economics* and *Principles of Management* allowed me to cultivate a firm understanding of international commercial dynamics and hone my market insights, whilst quantitative modules such as *Probability & Statistics* and *Calculus* introduced me to analytical methods including regression, optimisation and statistical programming. Participating in a capstone programme organised by Marshall Business School, I mastered valuable media marketing strategies and cultivated a global business perspective. Equally, studying *Social Research Theory and Techniques* developed my understanding of social science research methods and statistical programming.

My research experiences have prepared me comprehensively for this MSc. Working with Dr Julius Burrows, I was proud to present a research project into marketing choices on e-commerce platforms at a recent conference on Information Economy, Data Modeling and Cloud Computing. Similarly, as the author of "Building an Evaluation System for Corporate Social Responsibility to Employees" in GlobalPlanet (Aug 2022), I focused on evaluating sustainable corporate social responsibilities in global enterprises. Using the indicators proposed by the official Social Responsibility Standard to form an evaluation matrix, we

employed the catastrophe progression method to calculate and analyse CSR degrees for an employee sample.

Working in the Project Portfolio Management team at Buckley Jones, I collaborated with overseas colleagues and participated in data collection, comparison, analysis and prediction using Pivot Table in Python. I learned how crucial data is to corporate decision-making and the extent to which global organisations rely on data to strategize and drive influence. As a marketing intern at WeGo Food Group, I was responsible for strategic planning and campaign implementation. I investigated digital trends in content design, production and dissemination to promote a new product line, undertook comprehensive research and crafted branding strategies that employed livestream marketing on platforms such as TikTok and WeChat.

In the future, I aim to create a fashion brand and leverage my expertise and experience to expand market share and maximise brand influence. Consequently, I am confident that this MSc programme's Digital Marketing specialism will fully support my future academic and professional ambitions. I intend to develop the skills necessary for real-world practice in courses such as *Big Data and Marketing Technology* and *Digital Marketing, Strategy and Management*. I am particularly interested in addressing contemporary creative challenges in the context of digitisation in your *Digital Retail Strategy* module. The *eCustomer Relationship Management* course is a critical aspect of my future study goals, as it will allow me to combine academic knowledge with praxis, take a strategic approach to critically evaluating complex organisational structures and determine appropriate implementation plans.

As a postgraduate student, I aim to apply my interdisciplinary background in communications, business acumen and strategic thinking to master technologies critical for delivering powerful levels of transformation within the digital marketing sector. I look forward to collaborating with international students and faculty and developing the skills necessary to drive innovation, productivity and profitability in a global business environment.

