

My name is Ms Rushud Binyah R Alshammari, I am a fully sponsored student from Saudi Arabia. I would like to study towards MA in Business and Marketing at the Bangor University.

I grew up in a family of Business where most of my adult life I have been hearing about emerging challenges in business using terminologies such as “branding”, “relationship marketing”, “digital marketing” and “social media marketing”, and “business sustainability”; big words but little meaning were they to me, which made me wonder what is business all about and what is the crucial difference between sales and Marketing. These questions are what led me to read in the area, and I became fascinated with philosophies in the field like “Rich dad Poor Dad” by Robert Kiyosaki. This became inspirational and informative. And I since started to look for developing my strategic business understanding.

My experience following my graduation at the Al Rajhi Bank in Riyadh Bank working on operational system not only taught me strategic and tactical marketing decision-making while considering the effects of the decisions made by leaders on the main triple bottom line: financial, social and broader environmental outcomes. This has been inspirational again in practice. Following that I worked at the Saudi Ministry of Health in several sections, by that developing my team work skills and took on many training programmes.

For all I know females in Saudi haven't been receiving the same opportunities in business before as males have especially in Marketing and I intend to learn and embrace a number of key business areas such as accounting and strategy, as well as more specialised areas such as marketing and branding in order to excel in business as a female. I am looking to understand Marketing and what it entails, and more interestingly to become a leader in my country in promoting and applying Marketing strategies and philosophies especially for females in the kingdom.

Hence, I am looking for a programme that offers leading experts who will bring the latest research insights and commercial best practices helping me to apply the latest thinking to real-world problems. I believe that the University of Bangor not only offers all elements of the marketing function, such as communications, digital, strategy and innovation. But also ensures that I will be graduating with more than just a degree, as I will gain additional professional qualifications which give me an edge in the jobs market back home. The university also attracts international student communities from all around the globe this not only will be a great environment to exchange ideas and practices but also is very enlightening to global movements in relation to Marketing in Businesses and worldwide sustainable business shifts