**Personal Statement**

I have always considered marketing as one of the most vital processes in running a business. The mere fact that one can convince a prospective customer to pay for a product or service has fascinated me for a long time. I want to become a professional marketer after completing my studies. As a marketer, I would get an opportunity to interact with different people during my work and try to convince them that my product is better than the rest of the available alternatives. Marketing is a vital business process in the success of any organization, and it plays a role in building powerful brands. Pursuing a bachelor's degree in marketing will be the first step in shaping my desired career path. The marketing degree would enable me to pursue a master's degree in business and economics. My career aspiration is to work in the marketing department of an international firm, and a bachelor's degree in marketing will be instrumental in laying a solid foundation.

My interest in pursuing marketing as a career has grown over the years. I have always been fascinated by how popular brands like Apple, Coca-Cola, Netflix, and the like have managed to attract such a huge following in multiple countries across the globe. Some of these brands were established as small start-up organizations. Aggressively marketing their products allowed them to traverse national and regional borders to become global household brands. With the world increasingly adopting ICT, marketing is now faster, more effective, and more powerful, and this explains why the world's market leaders continue to soar to greater heights. These trends intrigue and fascinate me, and I would love to be part of the process after completing my studies.

My passion for marketing has grown tremendously in the past few years after working as a marketer. Between 2020-2021, I worked as a marketing employee at Nada Dairy Company. This was an exciting time of my life as I got to feel what being a marketer entails. My job was to promote the company's dairy products and other services offered to its customers. The job allowed me to acquire valuable knowledge and skills, including effective communication, market strategy design, market analysis, and approaching new target markets. These are vital skills that I would like to hone and sharpen when I enroll for the marketing degree. During my stay at Nada Dairy Company, I also worked in the development team for a new product. This was an exciting and fulfilling experience as I learned about the intrigues that play when an organization is developing new products and services. Working in the team also exposed me to various useful organizational dynamics, including collaboration, the delegation of roles, sharing of ideas, conflict management, specialization, and the division of responsibilities. It was a great time seeing all team members aligning their personal goals with the needs of the team and the organization and relishing collective joy when the team attained its objectives in the short and medium term.

As my degree of choice, I believe I have what it takes to excel as a marketing student. Over the years, I have endeavored to develop various critical skills that could benefit anyone pursuing a degree or career in marketing. Decision-making and problem-solving skills come in handy when designing effective marketing strategies or adjusting current strategies to meet the targeted objectives. Leadership and group work are vital skills when working in a team. Presentation and public speaking skills come in handy in marketing as one has to convey the message clearly and concisely. I have participated in many activities organized by community service clubs. My language skills in English, Arabic, and a bit of French will also come in handy in my role as a marketer in the current era of fast-paced globalization.