

Personal Statement for MSc Strategic Marketing - Sussex University

My name is Abdullah Babalghoum, and I'm applying to Sussex University's MSc Strategic Marketing program. I've always had a passion for marketing, so I'm eager to pursue this degree to further my understanding and abilities in this area.

I once had a negative opinion of the marketing industry as a whole. But as I learned more, marketing's psychology and strategies aroused my interest. I determined that I wanted to pursue a degree that emphasized the development of structured, long-term marketing strategies. I'm anxious to learn how to convince consumers to use my product or service by observing how individuals behave and think.

I have worked as a bank teller for a year and a half. During that time, I have refined my skills in providing exceptional customer service, paying close attention to detail, and performing well under duress. In addition, I am a certified instructor and possess a qualification Foreign Exchange Professional Exam from The Financial Academy.

I want to begin a career in marketing after the course is through. My ultimate objective, however, is to establish a company in the future where I can apply my acquired expertise to its expansion.

My strong desire is to succeed. I can classify myself as an inquisitive, receptive, and quick learner. I also have a strong belief in my social skills, work ethic, attention to detail, and eagerness to learn will gear my success in the course and contribute positively to the University community.

I enjoy a wide variety of activities, including viewing sports, films, and television programs. I enjoy reading extensively, particularly history texts. Furthermore, I appreciate table tennis and pool because they keep me active and energized.

Extracurricular activities help individuals find balance in their lives and personalities, in my opinion. I am anxious to contribute back to the campus community, as I have previously participated in some organizations and societies.

I appreciate your considering my application. I am ecstatic to have the opportunity to pursue my education at Sussex University while pursuing my marketing interest. I believe I would be an asset to the program, and I am eager to contribute back to the academic community.