ALISA XI MIPA 1

I have always enjoyed collecting since I was a child. I will be drawn to everything that catches my attention, and I will ultimately acquire more to complete the collection. I once owned a variety of care bear plush toys, for instance. I would urge my parents to get me a care bear whenever I went to a toy store or spotted one that I did not already own. I would keep doing it until I had boxes of care bear plush toys in my hand. I've never worried about what others may say if they saw me with a huge stack of cuddly toys in my room. I would do everything for my parents to purchase me one of those plush toys since all I cared about was having it.

Collecting has turned me into an ignorant person because I was so focused on one thing, which is finishing my collection. I came to realize as I grew older that having everything I desire and finishing every collection is not required. I turned around and saw that I was trapped in a bubble that had caused me to become so egotistical and close-minded. I then reasoned that I could explore alternative options. I could use my time studying new information rather than squandering it on a pointless purchase. As time goes by, I've begun to understand that I'm curious about how each product is marketed. How can individuals design things that are extremely appealing and captivating that customers want to purchase not just one item but several to build a collection of them? How could a youngster care so much about a bear-shaped plush? What distinguishes it from other plush? Despite being introduced to the world of marketing in business, I was still not considering my future. In light of this, I wasn't certain that a marketing degree was what I wanted to pursue as a major.

I grew up in a home full of entrepreneurs. My two elder brothers both majored in business management in college. My father is a successful businessman who majored in business administration in college. My exposure to the corporate world made me realize that perhaps I might also pursue a career in business. However, I made an effort to stand apart. In high school, I majored in sciences, which required me to master chemistry, biology, mathematics, and physics. Even though I could comprehend and do well in each topic, I concluded that I do not want to pursue those degrees. However, through studying such topics, I developed new abilities like analysis, investigation, and organizational skills. and problem-solving.

I have contributed to joining an organization at my school. I was elected to lead the class representative assembly's public relations department. It is our responsibility to assess, monitor, and grade the Student Council. Nevertheless, I run our social media and make designs to post as the head of public relations. In addition to serving as the account manager for the class representative assembly, I also worked for three other businesses. With that being said, I do have experience and am familiar with account management. Managing accounts is not a simple task. I need to generate content, come up with designs, and identify a target market. I discovered that I loved handling social media and that I might pursue a career in a similar field.

I've always aspired to create things that can put a smile on other people’s faces. In this world, I want to make a difference that could be beneficial to others in addition to myself. I then decided to enroll in various programs to learn and develop new abilities. During the pandemic in 2021, I enrolled in a program. I was assigned to a group in the program where we assisted a struggling company in finding a solution to its issue. Due to the profound changes brought about by the pandemic, they were moving slowly. We developed a plan to improve their social media presence because social media is currently having a major impact on business, particularly during the pandemic. The program broadened my mind and let me see things from fresh angles. This also helped me to discover that I had a keen interest in marketing. Additionally, the training helped me gain new business expertise and increased my confidence because I had to force myself to start the group conversation. We were able to win "The Most Practical" award.

My desire in studying abroad grew after I attended a different program in Singapore. I had to interact with people and adjust quickly. I had to identify an issue, work with my group to develop a product that can address it, and effect change. It took us some time to decide what issue we would concentrate on, but we ultimately did. Then, after pitching our prototype and concept to a few investors, we were named the second runner-up. The training taught me many new company startup procedures, as well as how to quickly adjust to a new culture. Furthermore, I came to the realization that I don't need to be special to make a difference. I can just utilize my creativity instead. As a result, I still want to pursue business, only with a very different goal in mind than my family.

The marketing undergraduate B.S. degree at New York University Stern offers concentrations in brand management as well as advertising and promotion. I'm interested in this program because I think it can help me develop my inventive skills. According to what I've read, the program would teach its students how to become more familiar with their target market, creative in their product offerings, and convincing in their sales strategies. Moreover, I think that the program is a wonderful fit for me because of my strengths in areas like competition, self-assurance, teamwork, and so on. As an outcome, NYU's program in business marketing will provide me with the tactical and strategic knowledge I need to launch my own company.

Hi Alisa:

This is a good first draft.

Structurally, I would suggest the following:

1. Introduction – It’s good to have a personal background story as an introduction. I would shorten and condense the first two paragraphs into one paragraph of around 150 words. The first paragraph can be shortened into 1-2 sentences.
2. Your academic path – choosing sciences but inspired by your family to also pursue business. Here you mentioned how you want to stand out/have a different goal from your family. Be specific on what that is. Also shorten this part.
3. Your organization and extracurricular experiences – I would limit this to two paragraphs.
4. Why the program at this university – As per the above comment, talk about specifics.
5. Conclusion – have a conclusion that summarizes your essay succinctly and focuses on how your goals align with what the school offers (can also extend to how its vision/mission aligns with yours).

All the best!