**Please provide a statement that addresses your reasons for transferring and the objectives you hope to achieve. You can type directly into the box, or you can paste text from another source. (Approximately 650 words)**

Hi, Chelsea!

I see that you’re passionate about being a part of the entertainment industry. What an exciting goal! To ensure that you can come across as a viable candidate at USC, ***which is very well known for their entertainment and business department***, you’d want to portray yourself as a unique applicant who has something other applicants cannot offer.

Before we start, I want to inform you about the DO’s and DON’Ts when creating a transfer essay.

**Do:**

* Discuss how you have benefitted from your current/old university (education and personal growth). Focus on the positives rather than negatives since it is imperative to show the admission’s officer that you’ve learned from your experience.
* Focus on the future. Research your prospective school (e.g. specific classes, organizations, opportunities) and explain the specific goals you’d want to achieve at USC.

**Don’t:**

* Badmouth your current university/appear bitter. Don’t focus on negative aspects about your current school. Instead, focus on Chemistry at LMU has helped you grow, and how USC could further help you develop your interests/passions.
* List a group of random classes or opportunities available at your new school. Don’t mention reasons for transferring that are not academically related.

From your essay, there are some missing details that would really help clarify your reasons for wanting to transfer in the first place. Make sure to address these reasons.

* Why did you choose your current school and Chemistry?
* No matter the reason, you should lay it out in the most factual way possible but be careful of “trash-talking” your current school.

Here is an outline I highly suggest you follow:

1. **INTRO**

Begin your essay with your values. You mentioned living in three countries before and that you were a performer (skater and dancer). Start by talking about your childhood and why you felt many performers lacked recognition (expand the snippets in your essay and integrate them in your intro).

1. **WHY CHEMISTRY**

Here is a part that’s quite challenging. After talking about your childhood and values, give a strong reason why you chose chemistry and your current school. Did you choose the college because it had a program you liked? Maybe you thought you wanted to attend college in the US? Why Chemistry?

1. **MAIN REASONS FOR TRANSFERRING OUT**

First start with the positive of your current school. Show the officer that you’ve benefitted from Chemistry at LMU. There must be something that you learn from majoring in Chemistry. Below is a good example of a reason for wanting to transfer:

*“Although my previous university did not have MIT’s range of courses or the focus on AI, I learned the value of risk-taking research from my professor’s exploratory work on cryptography. MIT embodies this value by funding research that pushes the boundaries of Artificial Intelligence technology.*”

Afterward, you can talk about why Chemistry was not a fit for you, but try to phrase it nicely.

“*To feel more comfortable with my surrounding, I decided to join the school dance team as dancing always (list why you enjoy dancing). I also interned at the dance studio as …………(Talk about your roles and why they inspired you to switch major).”*

1. **REASONS FOR WANTING TO ATTEND USC**

Now that you’ve shown the admissions officer you have learned a lot about yourself and your preferences, there are 2 things you want to answer in this section:

* + Why is USC a good fit for you?
  + How can it help you accomplish your goals?

Your current essay lists the alumni network, association, and clubs. These are good reasons, but they are not specific enough. Research your future major and list the specific classes you want to take and the professors you want to learn from.

* + From the other prompt it seems to me that you want to be an agency owner?

Try to bring this up in this prompt by relating it to your previous experience. I’d suggest avoid listing generic things such as “entrepreneurial mindset” as this does not really point out to a specific vision as a future agency owner.

Since USC boasts many famous alumni, you’d want to be sure that you know specifically what you want to do in the future and how USC is the best fit for you.

Lastly, you can also end your essay by stating what you’d want to accomplish at USC (bringing value to the school).

I started off my freshman year being a Chemistry major but my heart wasn’t into it. I couldn’t find anything I could relate the topics I learnt to my life or enjoy the 4 hour labs I had. Days when I had my STEM classes seem longer than ever. Since I was very young, I had always been a performer, whether it was by figure skating or dancing. I felt down and lost in chemistry and decided to pick up dancing again by joining the school dance team and also interning at a dance studio as a social media manager, class liaison, and front desk. I figured that I wanted to be a part of the entertainment industry by being on the entrepreneurial side. As the entertainment industry can be very competitive, I want to make sure to have different avenues to tap into option wise. My goal is to make the dancers in the entertainment industry have more recognition as they are often overshadowed by other celebrities. I have personally experienced this in the countries that I have lived in before, South Korea, Indonesia and the USA. By being in the business entertainment field I want to empower these dancers and solve problems in an innovative way with an entrepreneurial mindset to make sustainable solutions. Even though I was a freshman I wanted resources to know more about business as I was a stem major and I went to reach out to alumnus and reached out for career advice. I have a lack of support and wasn’t satisfied. I went to research about the business courses they offer and found out it was very limited. The program lacks depth in areas of what I am interested in like entertainment business, entrepreneurship entertainment, business technology, etc or does not offer enough specialized courses to meet my career goals. I wanted a business program that focused on technology but after exploring clubs, organization and researching classes, the business program in my current institution does not focus on the use of technology. I don’t have the social networking opportunities in my current institution to do entertainment and business with the use of technology. I want to dive deeper into the entertainment business aspect where technology and social media plays a crucial role in that area of career. I also want to be able to do hands-on experiments and a lot of practical work that will help me apply the business concepts into real life situations which will be able to help me gain experience in the real world. From the clubs and organizations I haven’t been able to find a program or a class that can satisfy my interests. Having an international and diverse connection in business is also something that I am mainly looking for. I want to be able to connect with people around the world and have stronger social networking skills that will allow me to reach my goals. By attending different activities, seminars and going to business fraternities, none of them emphasize on international business and only focus on the people who are within their circle. I also have tried reaching out to seniors, attending seminars from past alumnus but I didn’t feel like the alumni network is strong as I didn’t get any career advice or any mentoring whether it was in a STEM seminar or business seminar. The resources that have been provided to me aren't enough for me to reach my goals and explore my interests. Because I want to build a career within the business entertainment industry, I tried to look for opportunities whether it was social events, alumni seminars, clubs and organizations. I couldn’t find one that really focused on the entertainment business and how to make connections in that world. I feel that the quality of teaching or the effectiveness of the classes I have taken are lacking, which could negatively impact my academic performance or overall experience in learning about different areas of interests.I feel like there is a lack of intersectionality between the two and I have maximized the resources I have like researching clubs and organizations, asking alumnus, asking my academic advisor, yet I don’t feel like I am satisfied.

I am not getting enough USC also has a strong focus on international business which my current institution does not highlight nor focus on. The Korean business student organization offered at USC will help me build connections as an international student in order to build a career in South Korea and help the dancers there as well. Because of this international community I will be able to make more international connections like with people from countries I have grown up in and can further help dancers from these countries as well. With these broader perspectives, it will also make me more prepared for the near future global economy. USC has a strong alumni network and a stronger industry connection, that holds networking events like the TROJAN TO TROJAN and the USC MARSHALL CONNECTION that will help me to connect with USC Marshall alumnus for career advice and to expand my network. They also offer mentors for me to ask for career advice specifically to the field I want to be working in the future which is in the business entertainment industry. They also offer short term projects within my field where I can sharpen my skills and gain experience before getting a job and will improve my portfolio for future jobs. This will benefit me in ways that my current institution can’t. With all of these resources that USC offers, I will be able to achieve my goals, make more social networking connections that will be able to further expand the dance industry with an entrepreneurial mindset.

* What have you done
* What you feel
* Maximizing resources
* Not enough
* Jadi mau transfer
* Resources on technology (no clubs no tech stuff not available not offered i attended frat rushes, sorority rush, club day
* Cross pathways on entertainment and business
* International community business opportunities
* Hands on practical
* Stronger alumni network - pivot career or major. Even though i was freshman i want resources to know more about business as i was a stem major and i went to reach out to alumnus and reached out for career advice and i have the lack of support and wasn’t satisfied.

HOW WILL I DO THAT NYA (no 2) combination of business and entertainment in USC

* Find opportunities in USC

**Describe how you plan to pursue your academic interests and why you want to explore them at USC specifically. Please feel free to address your first- and second-choice major selections. (Approximately 250 words)**

My future goal is to be able to work in the entertainment industry without the need of a Dance, Music, Arts, etc background. By attending USC’s Marshall School of Business I will be able to reach my goal in helping out dancers in different countries by owning an agency that will give dancers more opportunities to have more recognition with an entrepreneurial mindset and technology.As a business major in USC who wants to be able to work in the entertainment industry technology will play an important role in my future career. USC offers a business elective called Technology Strategy: The case of AI that highlights the use and importance of artificial intelligence that I want to take to learn how to make better strategic decisions which will also then help to figure out what markets to enter and customers to target, how to better consume AI and apply to the media and entertainment business field. USC also offers business clubs that will help me with my social networking which is crucial in my future career as an entertainment entrepreneur. They offer a lot of events like Studio Treks and Day-on-the-job. This event will help me learn more about the entertainment industry by going behind the scenes of prominent entertainment companies and gain more connections. USC also focuses not only on technology in business but also the international business community. I will take advantage of the international business clubs and organizations like The Korean business student organization to help me make international networking connections to reach my career goals. A business core classcommunication strategy in business is a class I will want to take . It will allow me to learn how to make decisions and communicate with people in the real life industry and will help me improve both my written and oral communication.

This essay combines both “why major” and “why USC” with strict limit of 250 words, so it might be overwhelming.

First, think about why you want to major in Business. USC Marshall is famous and competitive, so make sure to offer and show them why you are a unique candidate. I think that your background as a figure skater and dancer can be highlighted first in your intro.

These are questions that can help outline the content of your essay:

* How did your interests develop? (Although you were a performer, what motivated you to be an agency owner? Why not pursue dancing or performing as a major instead?)
* Why did you want to have a career in the entertainment industry? More specifically, why did you want to focus on the technology aspect? (I think you can mention SM entertainment or other entertainment agencies that invest heavily in AI. However, make sure your essay still has **your own reasoning** rather than just stating you want to be SM entertainment 2.0)
* How will your business major help you achieve your life goals? (It’s also recommended to have a long term goal that shows you want to contribute positively to your community)
* Other than business major, do you have a second major in mind? (Although it is optional to state your second choice, many other applicants state theirs)

Your current essay indeed has stated several reasons for wanting to study at USC. Nonetheless, I feel that you can definitely make it more cohesive and clearer by addressing the questions above in your essay. That way, the admission’s officer can clearly see and understand why you are a good fit for USC.

Best wishes!

Melinda