University of Bath (Personal Statement Foundation)

Your statement should include responses to the following questions:

• Why have you chosen the Bath International Foundation Year and the University of Bath?

• Why have you chosen your target degree?

• What are your plans after university?

• What other information can you tell us about yourself to support your application?

The degree that I would like to take after the International Foundation programme is Business Management with Marketing. The degree has specific courses which entice me, like consumer psychology and brand management, which are courses that I don't usually see in other foundation courses, thus piquing my interest.

The Bath International Foundation Year would help prepare me for the university to take Business Management with Marketing. This Foundation would help provide me with the skills that I need to be prepared for the degree, specifically in analytical and problem-solving skills. Being able to be hands-on and get a close-up to look towards the degree with the courses.

My plans after university is to run my own business most likely a restaurant to gain people’s attention but before doing that I would like to gain experience in the business industry. I would apply for work experience in the United Kingdom specifically the marketing industry. It would give me the opportunity to learn more as well as develop my business skills like understanding the marketing industry through looking at it with a closer view as well as learning from experienced people. I would also like to have the opportunity to share with others once I graduate helping with charities and foundation to help with the people there.

Hi Maddie!

Good job coming up with a draft. A lot of the elements that are needed for the personal statement are here, though at the moment each element still seems disjointed from the other.

I’ve taken the liberty of moving around some of the sections so that the information flows better from one section to the next.

Here is a rough outline of how the statement should go:

* Why marketing
* Relevant experiences that make you a strong candidate for this program
* Why U of Bath & why Bath Foundation Year
* Future plans & how Bath can help you achieve them

You want to be as specific and concrete as possible when writing. For example, for the relevant experiences, what tasks did you do, what skills did you exercise & develop? How can these skills help equip you for uni and your career?

Eg. During my course for Sydney Romantics, I learned how to analyse marketing campaigns and product & packaging design to understand a company’s branding strategy. These analytical skills will be useful as I develop a unique concept for my own business.

Best of luck,

Chiara