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?

In the business industry, people have different skills needed to be successful and want to grow into a successful marketing director. 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. The University of Bath has an excellent marketing program with a work placement specifically in the marketing industry, which is exactly the interest I would like to pursue.

The degree that I would like to take after the International Foundation programme is Business Management with Marketing. Marketing has always been a part of the business world that enticed me the most as it combines two of the things I am very passionate about which is business and psychology. When you want to make people purchase a product or service you need to understand how they think and observe which is vital in the marketing world. Understanding how to manage people to have a great outcome is also vital towards being in a successful business industry. 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.

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.

I searched for summer programs to develop my financial and marketing skills  to be able to run a business successfully. I joined the PassionXplorer work experience program, where we had to help a restaurant increase its customer intake. After analyzing the restaurant’s expenses, profit margin, and revenue, I suggested they do a special discount for a week, which brought in more revenue around a 10% increase in the revenue with only a slight decrease in the profit margin . I learned how to analyse a business’s annual financial report and reducing expenses as well as increasing customer intake to optimise profit.

After joining a seminar about Digital Marketing I wanted to learn more about this industry thus I joined several online courses from Revou and Sydney Romantics. Applying the knowledge that I learned from the course to understand a customer's thought process and how to gain their interest to my internship in SKITCHEN, I broke down the problem where we had to increase the crowd on our website. I found the AIDA formula, which was perfect for the website as it grew from 15 clicks per day to 180 clicks weekly. It increases the attention brought to the website using specific keywords through the website. I learned how to apply knowledge to real-life situations understanding people’s thought process and understand how to handle them, which is essential in the business industry as we may face difficult situations that need solving.