Dear Admission Committee,

My name is Haiyuan Zhang, and I am pleased to apply for the Master of marketing program at Paris School of Economics.

In my free time, I enjoy reading top-tier academic research to stay updated with the latest advancements in marketing. I occasionally study articles from leading ABS 4+ rated journals such as Journal of Consumer Psychology, Journal of Consumer Research, and Journal of Marketing, among others. This habit not only deepens my understanding of theoretical and empirical approaches in marketing but also sharpens my ability to critically analyze complex economic phenomena.

I want to be a marketing analyst. To achieve my dream, I have practical skills such as Photoshop, Canva.

I am particularly drawn to Paris School of Economics due to its strong academic environment and research-oriented approach.

Thank you for considering my application. I am eager to contribute to and benefit from the rigorous academic culture at Paris School of Economics.

Sincerely,

Haiyuan Zhang