**Briefly discuss your reasons for pursuing the major you have selected. (Respond in 100 words or fewer.) *Note: Shella made two versions for the response to this prompt.***

**Draft 2\_1:**

Marketing isn’t just a field that blends both arts and science, but also my passion and personal goals too. While I get to create compelling digital contents whilst incorporating my analytical skills into my work, I get to learn every necessary marketing skill and incorporate them to support underrepresented small businesses in Indonesia, to give them a face through digital contents and marketing strategies. Marketing is the driving force and key for growth and success of businesses regardless of its size, I believe that Purdue’s rigorous marketing program will support my future journey - both professional and personal.

**Draft 2\_2:**

The growth rate of businesses is correlated to their marketing’s efficacy. It creates awareness, generates leads, ensures customer retention, and provides business opportunities. Thus, marketing is one of the driving forces to the success of a business. Through compelling and relevant digital contents backed by market research data, marketing enables businesses to creatively project both their images and products/services such that it appeals to their target markets’ pathos, producing more leads and retention. I learned this process through my internships in one of Indonesia’s SMEs and find it alluring, confirming my dedication to pursue my career in marketing.

General Comment:

I’d definitely go with draft 1. Draft 2 contains too much textbook explanation and dilutes your personality. Remember, this is still a personal statement. It needs to tell us **your** reasons for pursuing the major **you** selected. It’s about you, you, you. As a reader, I don’t care about what marketing is. I care about what marketing is to **you**. Why do **you** want to learn marketing skills? Why do **you** want to create digital contents? Why do **you** want to represent SMEs in Indonesia? These questions should be answered clearly here.