**Briefly discuss your reasons for pursuing the major you have selected. (Respond in 100 words or fewer.)**

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 content while incorporating my analytical skills into my work, I get to help small businesses grow through the use of marketing. Through this major, 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. As all businesses revolve around marketing, I believe that Purdue’s program will support my future journey - both professional and personal.