

Memo

Utah Valley University
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01/17/18

To: Dr. Jennie Barber
From: Marc De La Cruz
Subject: An Introduction of Myself

1. Background

Hello Dr. Barber, my name is Marc De La Cruz, I am very excited to begin learning about the proper forms of written communication in business. But first, I'll tell you a little bit about myself. I am 18 years-old and I grew up in Draper, Utah. I went to Corner Canyon High School, I am currently a Freshman at Utah Valley University. I'm currently studying information systems with an emphasis in Business Intelligence Systems, however, I believe that I will soon be switching my major to either Legal Studies or Digital Marketing. The reason I want to switch to something different is the same as many other college students, the degree didn't excite me as much as other subjects do. I've always wanted to be a lawyer, but I'm not quite sure if that's the correct path for me to go. Digital Marketing has always excited me, and it seemed to be a good fit. Right now, I work for a nonprofit organization known as Waterford Institute. The department I work for is the Marketing Department, so I specialize in digital analytics as well as content creation. My company strives to provide the best quality education for children of all ages in order to help them succeed later in life. If I were to major in Digital Marketing, I would graduate with 4 years of worthwhile experience in that field, which means I could easily find a job.

2. Plans for the Future

Like I said in my first paragraph, I'm not 100 percent sure of what I want to do for a living right now, but I know that it will be something to do with business. I've always had a strong interest in all things business. I know that I want to run my own business someday, however, first I need to save up enough money to get off the ground without putting myself in tremendous amounts of debt. I want to move out of Utah so I can get some experience in a bigger company where my marketing efforts can be more known or so I can get into a good law-school. I also want to get into YouTube, I love watching people do amazing or even regular things, I would love to start my own channel so I can provide entertainment to others as well.

3. Why I'm in Mktg 2200

With all honesty, first and foremost I'm in Mktg 2200 because it is a required class. However, I want to come out of this class with the skills necessary to run and operate my own business in a professional manner. Although, a more important skill I want to learn from this class is how to communicate effectively and professionally, since I want to work for a big company, I want to be able to communicate in professional formats without making myself look foolish.

Marc De La Cruz