

Personal Statement

My name is Sadia Islam, I am writing to express my strong interest in pursuing the MSc in Marketing program at Ulster University London. I completed my Bachelor's degree in English from Begum Badrunnessa Government Girl's College, affiliated college University of Dhaka, with a CGPA of 2.52 out of 4.00 (equivalent to 55 percent). In addition to my undergraduate studies, I completed my Higher Secondary School Certificate in Humanities from Chittagong City Corporation Kaiser-Niloufer College. Before that, I obtained my Secondary School Certificate in Humanities from Hamida Pilot Girl's High School & College. These educational experiences have equipped me with a diverse set of skills and a broad understanding of various disciplines. Currently, I am employed as a Sales Associate at Aarong, a renowned company, since October 19, 2017. My role involves collaborating with customers, understanding their needs, and providing exceptional service. Working in a dynamic environment has allowed me to enhance my communication, interpersonal, and problem-solving skills. It has also given me valuable insights into consumer behavior and market trends, igniting my passion for marketing.

Why I want to study in the UK:

Compared to other countries like Canada or the USA, the UK has continually maintained an outstanding position in the field of education. Academic brilliance, excellent research, and modern teaching techniques are characteristics of British institutions. The United Kingdom is constantly ranked among the top countries in terms of academic performance and research methodology. I preferred the UK because of its friendly, English-speaking country, excellent education system, diverse culture, laid-back nature, and high standard of living. Moreover, the global recognition and diversity of education, technology, and work are attracting me to study in the UK. The UK provides a wide choice of academic programs in several subjects. Anyone can find a program that matches their interests and professional aspirations, whether they are interested in business, engineering, science, the arts, or the humanities. Pursuing a master's degree in the UK would enhance my knowledge and skills, enabling me to obtain a well-paying job in my country. As a result, I began researching several foreign universities and learned that universities in the UK are well-known for their high-quality education, high academic requirements, and famous professors. It is home to two of the world's top three universities and 26 of the top 200 finest learning institutions in the world (QS statistics, 2022). They educated 38% of Nobel Laureates (British Council, 2016) and more than one in every four world leaders (University Business, 2021), making the UK the highest-rated country (GREAT campaign, 2021 addition).

Why I want to study at Ulster University London:

Ulster University London is renowned for its outstanding research and educational programs. The school is still committed to achieving academic success. My goal for a top-notch education is supported by Ulster University London's stellar academic reputation, rigorous academic standards, and rich history. The Ulster University campus in London enjoys a prime location that makes it easy to get to the cultural and business centers of the city. My educational

experience will be enhanced by its convenient proximity to renowned firms, governmental buildings, and historical landmarks since they offer opportunities for networking, internships, and practical exposure to international business processes. The faculty and student body at Ulster University London are known for being inclusive and diverse. As it broadens my horizons and advances my education, I like the opportunity to interact with people from many cultural backgrounds. My objective of promoting equality is aligned with this friendly atmosphere. I opted to study at Ulster University London mostly because of its stellar reputation, global perspective, convenient location, and commitment to fostering an inclusive and open society. Attending this esteemed university would undoubtedly equip me with the necessary information, abilities, and experiences to excel in the field of international business and significantly influence the global corporate landscape.

Why I want to study MSc Marketing:

I decided to pursue an MSc in Marketing because I have a strong desire to comprehend and influence consumer behavior in the dynamic commercial environment. I have been exposed to the dynamic interplay between marketing strategies and consumer preferences through my experiences working as a Sales Associate at Aarong. My curiosity has been piqued by this first-hand experience, and I now want to learn more about the ideas and strategies that effective marketing campaigns are built around. In addition to improving my analytical and strategic thinking, I think that getting advanced knowledge in marketing will provide me the abilities I need to successfully negotiate the complexity of today's marketplaces. My goals are ideally aligned with Ulster University London's MSc in Marketing program, which places a strong emphasis on real-world applications and industry applicability.

Why I want to study MSc Marketing at Ulster University London:

The MSc in Marketing program at Ulster University London promises to provide an advanced curriculum that solves the problems that the marketing industry faces today. My interest has been sparked especially by the focus on practical applications that help students close the knowledge gap between theory and practice. For me, the possibility of working with a varied cohort of students from a range of backgrounds and interacting with knowledgeable faculty members who are subject matter experts is fascinating. This program of study will give me the knowledge and skills I need to succeed as a leader in the international business sphere, including a thorough understanding of marketing and business development. The course module such as **Fundamentals in Management** will teach me how to develop valuable knowledge and understand strategy, management, goals, and development, and how to analyze strategic goals and the role of management in organizations. The module **Marketing Innovation** will help me to develop an understanding of Marketing as a business function whilst providing me with the skills that marketers adopt to enable innovation within their organizations. The course module **Marketing Analytics** will boost my employability prospectus by developing digital literacy skills and I can get practical experience in collecting, analyzing, and reporting data from a variety of digital sources.

My Future Career Plan:

After completing my **MSc in Marketing** at **Ulster University London**, I wish to come back to my native country, Bangladesh, and work as a Marketing Manager in Bangladeshi companies like Aroang, Beximco, Square Group, Azim Group, etc. In my future career, I aspire to leverage the advanced knowledge and skills gained through the MSc in Marketing program at Ulster University London to make a significant impact in the dynamic field of marketing. Armed with a deep understanding of consumer behavior, market trends, and strategic marketing principles, I aim to assume a leadership role where I can contribute to the development and execution of innovative marketing strategies. My goal is to work in a challenging and dynamic environment, preferably in a multinational corporation or a cutting-edge marketing agency. I am particularly interested in roles that involve market research, brand management, and strategic planning. By staying attuned to emerging technologies and trends, I envision myself spearheading campaigns that not only enhance brand visibility but also resonate with diverse consumer segments.

Sincerely,

Sadia Islam