*Please develop an essay of no shorter than 500 words (typed, double-spaced) that discusses your professional goals and addresses each of the following questions: Why is this Graduate program right for you, both academically and professionally? What might you contribute to the program, both as a student and afterwards?*

* I am applying New York University MS in Integrated Marketing Program.

My current major is Finance and Accounting Management. The reason why chose this major was I'm pretty sure I will be in the business field in the future, but for a person who just stepped into college four years ago. I was not quite familiar with the fact that there are a variety of subfields under business school: management, accounting, marketing, supply chain, etc. So as a graduated high school students with good mathematics skills at that time. I chose to major in financial accounting mainly based on calculation and analysis of stock and financial markets (banks) activities in US. However, through a college life study, I gradually realized that maybe accounting is not my interested area, I did good at my require major course, each was above B+, but I began to doubt whether this was really what I pursued? Instead of following the rules of calculation and solving financial statement problems, I began to develop a strong interest in marketing. For example, in the summer of 2019 I took principle of marketing and new venture creation courses, students were asked to assume themselves as entrepreneurs starting their own businesses and then required to create a comprehensive business plan, my plan was to open a unprecedented cuisine restaurant in Boston, I enjoyed every moment of the assignment, I felt like I really struggle for my own career in excitement and the business plan got, and I got A by the end the course. At this point, I began to realize that maybe having a career of my own was what I really wanted. I believe that MS in Integrated Marketing program is able to help me equip with solid foundation of being a successful entrepreneur, as it providesstudents with the ideas and best practices that are crucial for success in today’s global business and marketing landscape.

* I also found it interesting when taking principal of marketing course, as it studied analyzing how to create, communicate, deliver, and exchange offerings that have value for customers.
* I love to communicate with people, and I'm very good at understanding the preferences and needs of my friends around me. For example, I'll accurately speculatethe preferences of a friend through some details, and I think I'll be very suitable for this major.
* The coming of 5g era is also a huge opportunity for marketing。

Applicant’s Background :

Major: Finance and Accounting Management.

* Had studied at Bunker Hill Community College for 1.5 years and will finish the bachelor degree in Northeastern University in Summer 2020.
* Plan to apply for University Of California, Irvine because it provides students with professional knowledge on how to embark on careers as entrepreneurs.
* Had internship experience that related to the major, resume will be include in attachment.
* Good academic performance with gpa of 3.783. Had dean’s list honor achievement in 3 semesters in Northeastern, 2 semesters in previous school Bunker Hill.

<https://grad.uci.edu/about-us/index.php>