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# Application

# Essay

Name

Institution



# University of Manitoba Application Essay

In order to succeed in my endeavors toward international business, I have realized that a master's degree in international business is important. Given the short experience that I have gained during my internship and volunteer work that I have undertaken, I have realized that I have to undertake this course in order to succeed in life. Therefore, my motivation for seeking higher education is my desire to succeed.

The reasons why I prefer the University of Manitoba include the availability of world-class course structures. The second reason why I feel that the University of Manitoba is the best choice for my master's program in the field of global marketing strategy is the fact that the university has highly qualified and experienced faculty members who have worked hard in the pioneering of the curriculum. Lastly, the university has a well-established international alumni network. This network would benefit me a lot because of the experience that I gained during my internship in the accounting department at BorgWarner TS.

Ever since my first lecture, I have been fascinated by service marketing. I do not only want to understand the concept of service marketing and strategies for service marketing, but I also feel that this field has not been fully researched. I will therefore undertake research on this area of international business in order to contribute to the development of service marketing.

After completing my master's study, I intend to pursue a career as a college

professor and researcher in order to continue developing international business through comprehensive market research. Given the experience that I have attained, I feel that I have developed the necessary skills to enable me to achieve these goals.

