

Jasmine Tigers,  
55, Wellspring Street,  
St Catherine, Ontario,  
Canada,  
21 - 09 - 2020

Admission Committee,  
University of Texas,  
Austin, Texas  
United States of America

Dear Committee,

My name is Jasmine Tigers. I am well - pleased to apply for a scholarship to study International Marketing Management at the University of Texas. I wish to obtain a Master's Degree in that course as it would augment my first degree in Public Relations and Advertising and parlay my work experience.

I can feel myself as incurably passionate about marketing. I have always had an uncontrollable fervor for promoting services and products that improve the standard of living. This zeal propelled me to study Public Relations and Advertising here in Ontario. While studying, I got acquainted with varying practices that can facilitate marketing schemes and support good corporate social responsibility. This course made me thoroughly involved in advertising. I spearheaded most of the project assignment and workshops in public awareness. I also left school campaigns on campus with measurable success.

My work experience was a continuation of the record I set for myself. I became the Assistant PR of two news agencies and the Director of Advertising of a media company. I plan PR campaigns and strategies, monitor the public opinion of my clients of my organization and maintained the

desired image of the companies I worked for. My contribution to the companies I work for resulted to my motivation as the employee of the year.

My short term goals to obtain a Master's degree in International Marketing Management. I want to be exposed to broader aspects of marketing. Particularly, my long term goal is to lead a marketing department of a multinational company with International audience. I am looking forward to discussing about how we can have an interchange of ways in which we can actualize the goods of department and mine.

Best Regards,  
Jasmine Tigers.

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