

Personal Statement

Required as part of the Application for Admission into 4+1 BSBA Marketing Management Concentration + MSMA FAST Program

Please use the following prompt to craft your personal statement. A strong statement addresses three pertinent areas clearly, concisely, and thoroughly: 1) your goals, 2) how your educational, extra-curricular, and other experiences will contribute to your success in the program, and 3) how the BS + MSMA FAST Program will benefit your professional career. Please provide detailed and specific responses. Cite examples from your work, education, or other experiences where appropriate. **Your statement should be 1 full page long.**

Required format:

- Microsoft Word Document or a PDF file
- Times New Roman, font size 12, single-spaced, 1-inch margin, Title (Personal Statement) and your name centered at the top

In what ways do you see the pursuit of the MSMA FAST program as an avenue for you to meet your professional goals? How do you plan to make a difference in your life, the lives of people you serve, and the profession?

EVALUATION CRITERIA:

1. CONCISE

Provide a clear and concise explanation that supports your reasoning for wanting to pursue an MSMA FAST program.

2. CONNECTION

Provide details on how your career goals, previous academic study, extra-curricular activities, and other personal and professional experiences connect with the MSMA FAST program.

3. BENEFITS

Discuss the potential benefits of the MSMA FAST program on your professional career.

4. QUALITY

Present a professional document and contents. The statement will be evaluated based on the quality of the content and the cohesive explanation of thoughts and ideas.