

Essay Prompt - For Fall 2019 Admission

All students must Answer both A and B in order to qualify for admission. Part A: Explain to the committee why you feel a specific Business major that you are applying for is right for you. Please demonstrate with at least one concrete example of what you have done thus far in your college career that has prepared you for moving in the direction of Business. **Part B:** The University's Core Values are Innovation, Leadership, Global Engagement, and Diversity. Select one core value that best represents you and share with the committee one concrete example of how you embody this value in your work towards achieving your goal of joining the School of Business.

The essay response is limited to 3,000 characters, including spaces, and will be submitted in plain text format. Anything over the 3,000 characters will not be included with the application. The essay prompt is subject to change by semester.

Part A:

I strongly believe Marketing is the Business major that is right for me because my two biggest strengths are my ability to empathize with others and creativity. I am a very considerate person who always thinks of others first, so I would be able to identify with what consumers value and my creative eye and great attention to detail would aid me in developing strategies that resonate with them. I want to work with and help others within a business field while still being able to express my creativity, which is what I think Marketing is about and why I have chosen it as my applied major.

After my freshman year of college, I co-coached a field hockey team at my local club over the summer while I was home in Australia which was a decision that prepared me for moving in the direction of Business because I developed my leadership and communication skills. I volunteered to co-coach a team of 11th and 12th graders to share what I learnt from being a Division I student-athlete at an American university, and also to grow as a leader. At the time I was only a year or two older than the players but I had the confidence and competence to earn the respect of the team which allowed me to guide their improvement as individuals and a group. When I began coaching, the team was at the bottom of the ladder, and even though there were many competent players they didn't believe in themselves as a team. By the time I left for college again 10 weeks later, the team had pulled together to win games they didn't think they could, and made their way to equal top of the ladder. I believe the best leaders are team-oriented so I was grateful I was able to co-coach, giving me the opportunity to incorporate the vision of another leader with my own that also aligned with the team's expectations to promote development.

Part B:

Global engagement is the core value that best represents me because I value my international connections as a dual Australian and American citizen of Chinese descent. Before I came to the

University of Connecticut, I was born in California and grew up in Western Australia and have now experienced Australian, American and Chinese culture, which has given me an appreciation for different cultures and made me open to exploring more. My pursuit of a minor in Women's, Gender, and Sexuality Studies is how I embody global engagement in my work towards achieving my goal of joining the School of Business. Engaging in classes such as Gender and Globalization has allowed my social awareness to grow as well as increase my understanding of the intersectionality of the world we live in. I have learnt to see the world and its many cultures through perspectives relating to gender, race and social status, which I believe will benefit my ability to engage with consumers transnationally as a Marketing major.