

## MBA ESSAY : AFTER

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**Describe your interest in XXXX's Integrated Marketing Communications program. What experiences have led you to apply? How will this program help you achieve your career goals? What experiences have drawn you toward a career in integrated marketing communications and what steps you have taken to prepare for or advance your career? And what will be your biggest contribution to the program? (600 words)**

Following World War II, my native Taiwan experienced rapid economic growth. Using Western finance and economics principals, Taiwan transformed itself into an industrialized nation. While Taiwan produces manufactured goods like consumer electronics, our country is lagging in innovation. One reason is Taiwan's outdated methods for exploiting its patents, intellectual property rights, and inventions.

One reason for this problem is a lack of vision by patent portfolio managers who use a “one size fits all” approach to utilizing patents, identifying targets markets for these patents, and transforming an idea into a concrete product or service. My career goal is to use a XXXX education to create an IP management consulting company in Taiwan that uses effective IP marketing to maximize the value of our country’s innovation.

This will involve a comprehensive approach by obtaining licenses for inventions and effectively monitoring invested resources. Although I will focus on “new” technologies, I also intend to leverage the patents and intellectual property already in existence. Western marketing tools and innovative media will help me evaluate our approach to engage target licensees, and to reframe the value of the technology in a constantly changing marketplace.

To become a proficient IP management consultant, I realize that marketing and understanding modern media is a foundational skill that I need to develop. At this phase in my career, it is logical to pursue an elite marketing school education in the United States to provide me with an international perspective of marketing intellectual property in a globalized economy.

I have selected XXXX University's XXXX School's Integrated Marketing Communications program because it combines technological savvy with cutting-edge writing and communications skills. I am also attracted to the media innovation lab that allows students to create innovative tools in a collaborative environment.

I am confident that I can handle the rigor of the one-year IMC program at XXXX and benefit from its focus on global competitiveness. I have related work experience that will help me succeed in this environment. As a marketing intern at XXXX Taiwan, part of my job was to manage the “Office TW” fan page on Facebook. On a daily basis, I updated Office 2010 related news and useful tips, and devised contests that facilitated interaction among fans.

As a content provider that encouraged fan participation, “Office TW” grew steadily

over time. More importantly, I helped create an engaged group that not only interacted with each other, but also contributed to the community. Managing a fan page offered me opportunities to observe how consumer engagement translates into brand development. I also learned how to leverage social media to improve brand identity.

I am confident that a graduate degree from XXXX will “complete” my professional education, and allow me to ameliorate an ongoing societal problem in Taiwan. My greatest contribution to the XXXX program will be my international perspective, my experience with working with United States corporations overseas (XXXX), and my passion for using my abilities to help others, as well as society.



## CRITIQUE SAMPLE

Hello,

Thank you for sharing this essay and allowing me to review and suggest revisions and potential improvements. In editing this content, I am trying to view it from the perspective of a potential admissions officer and anticipating his or her questions or concerns, and in the following paragraphs I'll try to explain the changes I've made accordingly.

So getting started, in the first paragraph there are two issues. First you begin with a broad theoretical discussion, when this should be a very personal statement from the outset. Second, it's important to put strong introductory topic sentences at the top of each section and especially in the introductory paragraph. For a non-native English speaker it may seem a little bit upside down, but the frequent structure used in English writing is to first put the conclusion and afterward put the supporting points to justify that conclusion.

Since you wish to earn a degree for the sake of executing a vision and solve a larger problem in the world, it's important to effectively outline what exactly that problem is. For this reason, you'll see that the revised version of the essay sets the scene by introducing some context and why it is personally important to you, i.e., you have seen first-hand in Taiwan that the island's rapid economic growth has outstripped its framework for innovation and intellectual property protection.

Once you set the scene, then you can identify a task that needs to be addressed in order to fix the larger problem you've identified. That's why in the second paragraph, the revised essay now identifies what needs to be done; that is, address a lack of vision by patent portfolio managers using a "one-size-fits-all" approach.

Next, you can identify where you personally can step in with your career goal of creating an IP management consulting company that uses effective IP marketing to maximize the value of the country's innovation. After setting the scene and identifying your role, now you can go into detail about what exactly you will do and why you need an advanced degree to do it.

Finally, you can conclude with why this particular program at XXXX University will be the right place for you to obtain the further training you need. You can also highlight your own preparation to show that you're ready for this program, and that you can indeed make an active contribution, rather than merely being a passive learner. This is especially important in a graduate school program, where students are expected to advance knowledge in the field, not merely to be empty vessels waiting to be filled up.

In respect to further improvements you might make, it may be helpful to add more regarding your personal motivation for undertaking this program. The admissions committee will be able to see some of the basic details of your career status and preparation from your resume and transcripts, but these will still leave open the question of why an advanced degree is the right thing for you now.

Especially in a professional field, there will always be an unspoken question of why you're going for a degree instead of continuing to work: there likely is a significant opportunity cost involved in terms of both time and earnings, not to mention the expenditures involved in going to school. As such, there must be some powerful motivation for a student to make these sacrifices. I'd certainly encourage you to find space to put these motivations at the forefront of your essay as well.