

## MBA ESSAY : BEFORE

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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)**

Patent protection should have accelerated patent exploitations, which would further spur innovations. But the mechanism did not work well as expected because most patent portfolios were managed without a market perspective. Mostly IP (Intellectual Property) managers take a “one size fits all” approach rather than refine the specific promotional plan to the norms of the target market. My career vision is to have an IP management consulting company, which aims to maximize the value of IP through effective IP marketing. By identifying the suitable promotional materials and methods, I will produce successful outcomes for my clients, for example, in the form of licenses per resources invested. Marketing tools and innovative media will help me evaluate the approach I'm using to engage target licensees, and to rediscover/reframe the value of the technology as the IP markets is constantly changing.

Realizing that effective IP marketing was essential to be a proficient IP management consultant, I decided that the next logical move for me would be to attain higher education in marketing. Researching several graduate programs, I concluded that's XXXX Integrated Marketing Communications program was my best option because it provided both applicable marketing theory and innovative tools that students can draw on to conduct effective marketing strategies.

I know that the one-year IMC program at XXXX can be intense and daunting, but I believe that my previous experiences would facilitate my learning at XXXX's IMC. 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 facilitate interaction among fans. As a content provider that included fan participation, “Office TW” grew steadily overtime, with an engaged group that not only interact but contribute to the community. Managing fan page offered me chances to see how consumer engagement can be translated into the connection with the brand and how social media can be leveraged for business as a whole.

My previous studies and experiences have given me a renewed determination to pursue my goals now, and XXXX's IMC will provide me with the structural framework to achieve them. If I were to become a member of XXXX's IMC Class of 2012, I would be able to utilize the marketing strategy to turn IP assets into revenue streams that will facilitate innovation, which improves life for both individuals and in the broader global context. The timing could not be more perfect.

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