

search engine marketing and the analytics of web development and marketing. Such a curriculum can place me at the forefront of this field and open up great potential opportunities for me. I am also eager to study in such a diverse, multicultural environment, as this will broaden my mind in ways that are relevant to my career yet also personally enriching. This is the perfect program for me.

Armed with the training provided by your school, I will continue marketing and growing my website, yet I will also focus on using my professional network to embark on new online business ventures. I aspire to contribute to the overall business plan, after which I will take the reigns of the online marketing and search engine optimization. Going forward, I will constantly be keeping abreast of the developments in this fast-moving field, as this is the only way to remain innovative and relevant. With my motivation and passion for learning about business analytics, I hope that you can offer me a place in your incoming class. If granted this opportunity, I will do everything I can to contribute a unique and informed voice to your classes and research projects.