Statement 1

Studying Business at GCSE made me realise I could make a career out of my interests and the BTEC course in sixth form has only reinforced this; I am keen to pursue the business marketing and management aspects of the subject further. I have thoroughly enjoyed studying the topics on how to start a business and the factors controlled by a company to influence consumers to purchase products, helping to develop it into a successful organisation. Furthermore, I have recently attended multiple open days for Business Marketing and Management. I have also attended various seminars with corporations, such as Kohler Mira, to have a hands-on experience with how they work, and what I can learn from them. These visits have helped consolidate my passion to have a career in business even more.

A desire to study a Business Marketing and Management course influenced my choice of A-Levels. Studying photography has enabled me to develop analytical skills and find the best way to promote product placement in advertisements by looking at where and how an image draws an audience in; all skills that will be useful for the course. Furthermore, taking Health and Social care both at GCSE and A-Level, has increased my understanding of individual motivation and developed my ability to communicate with different age groups, as well as recognise their needs and wants as consumers. Having these specific people skills will be significant in helping me both at university and, in the future, when potentially managing my own business or becoming a manager in a well-respected business.

Completing work experience at a local infant school and my current part-time employment with Tesco, has supported my choice of career. Although working at the school wouldn’t originally seem like the best place for my chosen subject, I was able to gain insight into the idea of a school being part of a marketisation project; seeing how local businesses can invest into schools and the impact on their marketing was fascinating. Looking at a different aspect of businesses rather than the stereotypical organisation made me realise how thinking originally can open up new and untapped markets but also to consider the ethics of doing some of this. Tesco, being a large and popular corporation, has also given me real examples of interactions with customers, either through advertisements and promotions or in the local stores, drawing customers to it. This has increased my knowledge of the subject by helping me apply everyday situations from work, to what I am learning in class. This is knowledge that I can bring to my applied university course in Business Marketing and Management. As well as the business knowledge side, Tesco has allowed me to advance my time management skills, as I regularly have to get up early in the morning for my shifts and independently get myself there whilst balancing the hours worked with my academic commitments. It has also developed my team work skills and I am constantly having to interact with new people from customers or other employees to senior managers.

My participation in school events, has also established my leadership skills. I have been a Senior Prefect and actively helped out in the most recent House Music Competition at school; an event prepared in two weeks by sixth form students that needed to involve students from all years to deliver a one-hour musical and dance performance. This has taught me responsibility and organisation which can be used whilst I am studying at university.

In summary, I am looking forward to and eager to study Business Marketing and Management, as I can advance in my current understanding of Business, as well as increasing my career prospects. I have taken great care into researching the course to ensure that I am ready for the next step in my career and am excited to get started.

Statement 2

I have always had a keen interest in the world of business. From an early age I have always asked about the price and cost of things and how they have changed over time. I have enjoyed studying Business and Economics for both my GCSE and A-levels, and would really like to carry this on in more depth at university. The A-level module relating to the microeconomic aspect of business, for example how firms are run and operated efficiently as profitable going concerns, I found particularly interesting. I enjoyed the fact that it was much more specific and needed tailoring to each individual business rather than the broader aspects of macroeconomics. I am certain my future is a career in business and, at this stage, I do not wish to limit myself to a particular aspect, such as accountancy, or sector, such as agriculture. Therefore, I think a general Business and Management course will keep all options open for me. My interests in business and competitive nature have led me to volunteer for competitions at both GCSE and A-Level to broaden my exposure to the skills needed in the work environment.

Last year I was on the winning team in a one day inter-school competition run by the Chartered Institute of Public Finance and Accountancy. As a team of 6 we allocated roles to decide how a local council should manage its finances. This included circumstantial changes thrown at us over the course of the day where we had to change our decisions and ended with a presentation in front of other schools. The skills I developed during this task were analysis and collation of data as well as identifying trends under time constraints. This was a high pressure but fun day and gave me an insight into how local government is run.

During my GCSE business studies course I took part in the G Futures voluntary program in which our team were tasked to come up with an innovative good relating to travel. As the top in-school team we progressed into a county final at GCHQ Cheltenham where I presented the advertising and marketing campaign for our product in front of a large audience. This has helped improve my team working ability as we worked as a group for several weeks beforehand.

I am also taking maths and geography at A-level. Both these subjects are a good fit with business and economics. My maths, by use of statistical analysis and the ability to handle large volumes of data, will enable me to provide hard evidence to support various business cases. Geography has given me an appreciation of the impact of resource availability on supply-side economics at a global scale, as well as the part business has to play with respect to climate change and our physical environment. My geography independent project this year also highlighted the importance of good quality data collection alongside careful and critical analysis to come to overall conclusions.

I am looking forward to a week of work experience with Legal & General (now owned by Allianz) at their Birmingham general insurance office that I have arranged for the spring 2020 half term. This will give me greater insight into how a large business operates and is run on a day-to day basis.

In my spare time I enjoy playing football and tennis. Since the age of 5 I have played at every level for my local football team, Hucclecote Rangers. I have now reached the top level, RAW 1, at tennis since I started several years ago. On occasion I represent my school at rugby and football. This variety of sports has helped me work as part of a team and demonstrates my commitment to something once I take it up.

Overall, I think I am very well suited for undertaking a course in business and management as I am hardworking, have the drive to succeed and a keen interest in business. I am looking forward to being able to study my interests full time and further develop my skills to enable me to have a successful career in business and management.

Statement 3

At first thought, the subjects I chose to study at A-Level don't link to the course I would like to study. When choosing my A-Level subjects I aimed to keep a wide range of options open as I wasn't sure what I would want to do as a career, therefore the subjects I chose were ones I was good at and enjoyed at GCSE but that wouldn't narrow my options down for anything later in life. I am applying to study this course because music has always been a hobby of mine, although I don't play any instruments I have always enjoyed keeping up with the latest music and keeping track of trends in the music business. Furthermore, I spend much of my free time researching up and coming artists and watching interviews when I'm not attending live music performances and festivals, such as Parklife festival, Wireless festival and gigs on smaller scales such as Slowthai and Octavian. For the past few years as I questioned what career path I wanted to go down, various professions in the marketing sector frequently came to mind as jobs I thought I would enjoy but also have developed good skills for. This course attracts me because I have experienced the power of advertising and digital marketing in topics that I am passionate about. I would love to develop similar skills and feel an excitement that my work could influence the success of a huge range of different products.

My current studies have allowed me to develop a wide range of skills, as they are all very different in not only the way they are assessed, but also the ways in which I carry out research and present my understanding for each one. As a result of my studies in Geography, I have had to keep up to date with current affairs and analyse how these events will shape our world, whilst relating it back to the syllabus, and consequently using my research to back up my points in exam questions. Being able to apply what I am currently studying into everyday life and what I see in the media fascinates me and keeps my interest in the topic high. Just one example of something I have seen in the media recently, which would apply to this course is Loyle Carner's collaboration with Levis, as I am aware that marketing in the music industry often overlaps with marketing in other industries, particularly fashion as they heavily influence one another. Furthermore, I have gained critical and cognitive thinking skills from analysing statistics and data in Geography and these will help me to analyse and perceive different marketing techniques used in the industry.

Moreover, due to studying Maths I have gained skills such as non-routine problem solving which will help me in the course, as it requires creativity and perseverance to come up with different ways of resolving issues. Also, I have developed adaptability skills which allow me to compromise and cope with uncertainty well. I am aware that a proportion of the course involves discussion-based lectures and working on projects as groups, therefore my relationship-building skills that I have acquired in Biology will be of use.

Outside of my studies, I have been working two part-time jobs for over a year, showing that I can manage my time wisely and balance it between working and keeping on top of my school work. Both of my jobs have massively helped me develop my social skills and gain more confidence talking to people of many different ages, which will later help me in my career, as I will need to speak to various professionals to acquire contacts and experience.

Having taken time to consider my career options, I feel confident that I have the skills to be successful in marketing. Although I have taken more traditional A-level subjects rather than business and media studies, I feel this will not hold me back and may even mean I come to the course with no preconceived ideas about how the marketing industry works. Sometimes looking at things from a completely fresh angle could result in bringing new marketing techniques forward.

Statement 4

Researching IKEA as a business in the coursework element of my BTEC opened my eyes as to how much goes into organising and making a business successful. The amount of money and resources that went into advertising and building the brand into the market leader it is now was staggering. The hierarchical management and staffing structure was fascinating to study and it reinforced that this could be a future career for me. Since Year 10, I have developed a passion for the business environment and have wanted to explore the theory in more depth in preparation for university and a career in business management.

My BTEC Business course has enabled me to develop study routines to prepare for exams and manage my time effectively. I have had to conduct independent research to complete large coursework projects by the set deadlines. My studies in Geography and Media Studies have given me the opportunity to learn additional key skills such as effective note taking, organisation, resilience, research, analysis and evaluation. This demonstrates that I can cope with the rigours of a degree level course in Business. I enjoy the process of learning and for all of my subjects I look to gain as much knowledge as possible by completing extra research for them during private study periods and at home. This has involved me doing research online to get information on different theories and the compilation of specific fact files on theorists that apply to my subjects. At school, I have participated in extracurricular activities such as in dance and music shows over the years as part of a team. All of these skills will be useful at university.

In my spare time, I have part time work at Tesco, which has also given me experience in the working environment and working under pressure because Tesco do not expect any mistakes or problems from their employees and want a high level of performance. Another skill that I have learnt from my work is independence as part of my job role relies on me working on my own without supervision and efficiently to achieve the best customer service possible. For example, I have to do jobs such as showing customers to certain products when asked. I also look to deliver the best service when on the tills and I will help them pack their items when needed to help them get their shop done as quickly as possible. I have also done volunteering work at a local primary school where I have learnt skills such as leadership and teamwork to create activities for the children to help educate them. I believe this is important to university life because I will be part of a community and want to be fully involved in the wider-life of the university and contribute to making the environment one which enables my peers to feel safe and supported.

I am also passionate about sports and have been playing football for my local team Churchdown Panthers since the age of six. Over this time, it has helped develop my teamwork and communication skills. Turning up to training in all weathers and not letting down the rest of the team requires determination and perseverance. I have also experienced success while working in this team. This is important preparation for university because I will need to work in study groups to share ideas to improve my own submissions and examination results.

In summary, I am excited to do this course and go to university as I have confidence, passion and motivation to get where I would like to be in the future and I am well-prepared and ready to take the next step.

Statement 5

I have a passion to study marketing and further my interests in the subject. Through my A-level choice of media, I have had the opportunity to make a music video and create magazine features for a fictional artist. These experiences allowed me to develop my creativity, management and teamwork and improved my understanding of how media and industry work. Studying media increased my awareness of being constantly surrounded by social media; this developed my understanding of creativity and diversity in advertisements and the subtleties of brand management. This is furthered by my passion for going to a range of festivals and concerts allowing me to understand the dynamics of how famous artists and influencers act and are presented. I love travelling as it allows me to explore different cultures; an example being New York, where I was constantly exposed to different forms of advertising like Times Square. I was also able to see the different techniques used in the big marketing industry that exists in New York.

I’ve always exercised my creativity, interest in design and my strength in analytics which led me to choosing my A-levels. I am fascinated by the dynamics behind modern day media, especially the marketing; the communication between producers and consumers is fundamental to driving many industries. I enjoy looking at the advertising and promotion facets of marketing, as I can display my creativity in design for advertisements or brand image. The relationship between a product and its consumers also requires strong analytical skills, which have been developed in English literature when analysing the set texts. I have gained statistical analytical skills whilst completing the independent geography investigation; I have analysed and found meaning to the data I collected. All three of my A-levels have developed my written communication, as my analysis and evaluation of media, set texts and case studies require me to research and write an overall essay on many occasions. These skills will help me in the completion of assignments at university.

The personal qualities I have which support my capability for this course are my communication skills, through my work experience at a primary school. I have developed a professional level of communication, demonstrated when communicating with the teachers to help them plan activities and putting forward my own ideas, which were used in lessons. I have developed a different appropriate communication approach with management and customers through my part-time job as a shop-floor assistant, which I have had for over a year. I also have good teamwork skills developed through two years on the sixth form council, where working together is key to produce ideas for improvement in school. My commitment and effort are also skills I take pride in, I make sure to demonstrate these in many things I do, whether it is my studies, my job or just my general responsibilities; a particularly rewarding moment was when I was presented with an effort award at my school’s awards ceremony last year. Organisation and time management is important to me, especially when balancing homework, revision, coursework, job etc. Another skill which I also take pride in is my capability to motivate and lead, a key part of my senior prefect and school council roles.

In the future, I am looking to use the skills gained from studying the course at university to develop a career in marketing. I have chosen courses that give me a wide range of options so I don’t specialise too early in the fast changing area of marketing. I aim to use marketing to enable me to be exposed to as many businesses and industries worldwide as possible and am looking forward to the chance to start on this path at university.