



## How to Nail the Diversity Question in Your Essay

### **Diversity Application Essay to the University of Delaware**

Inspiring customers to buy products has always been my passion. Growing up in Saudi Arabia gave me the first experience of marketing at a community level. I was delighted by the ability of traders in the market catching the attention of many customers more than their colleagues. Despite selling the same products, these traders attracted more customers due to having experience in marketing skills. The ability to attract customers has been an exciting skill that I have always wanted to pursue through learning through marketing.

The University of Delaware offers the best opportunity for me to achieve my dreams of becoming a successful marketer. As a graduate of the University of Delaware with a Bachelor of Science in Marketing, the program will help me play a critical role in the link between businesses and consumers. Marketers are meant to inspire customers through the identification of wants and needs in a diverse society, choosing a target market and developing a strategy for selling products. In my pursuit of becoming a successful marketer, I have been able to participate in teamwork, study independently with minimal supervision, become a good time manager and solve problems.

There is an exemplary diversity in the university which has fostered excellence in research. I have followed the Blue Hen Marketing Club which offers resources and an opportunity for marketing students in the real world. Being able to be a member of such an active community who hosts events, takes part in marketing exhibitions field trips, social activities to help students get involved in marketing will be an honor and opportunity to pursue my passion. Other marketing organizations like the Alpha Mu Alpha National Honor Society which hosts innovative events in marketing. The



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University of Delaware offers scholarly and practical experience in marketing. Therefore, it will be a great honor studying in such a globally renowned University.

As an international student, the diversity in the University of Delaware gives me the perfect conditions to pursue marketing. The recent political tension between Saudi Arabia and Canada forced me to abandon my studies at York University in Toronto, Canada. However, my desire to pursue marketing is still on, and I feel that the University of Delaware offers the best opportunity to fulfill my wish. My experience at York University has improved my personal and learning skills which will be carried on at the University of Delaware.

My childhood experience and undergraduate program at York University has laid a foundation for me to pursue marketing. By maintaining personal and learning skills, I will be able to successfully pursue an undergraduate program in Bachelor of Science in Marketing at the University of Delaware. The university offers the best marketing community and tutors who will guide my dream of becoming a successful marketer. For instance, the Blue Hen Marketing Club and Alpha Mu Alpha National Honor Society are organizations in the university which give a practical approach to students which is vital in gaining experience and applying strategies learned in class. Therefore, transferring to the University of Delaware will help me to follow my passion.