



MSc Marketing Practice Personal Statement Guidelines

Please note there are no rules about how to write the Personal Statement as part of your application for a place on the MSc Marketing Practice programme. The objective is to show that you can write! As a Marketer, writing is an essential skill. So please make sure that your statement is well written, with correct grammar, punctuation and spelling.

Length

One A4 page is sufficient.

Suggested Content

- **Paragraph 1: Education Summary**

Here you simply provide the facts about your second and third level education e.g. points you got in your Leaving Cert, subjects chosen for your Leaving Cert and top grades, why you chose the degree you did.

- **Paragraph 3: Why Marketing?**

Explain why you chose the Marketing stream, stating influencing factors e.g. do you know any Marketers? Give examples of aspects of marketing in particular that may have sparked your interest in this field of study and practice. Possibly outline highlights in your marketing education.

- **Paragraph 4: Work Experience**

All work experience is relevant as it tells a lot about you.... your ability to demonstrate commitment, dedication, assume responsibility, your work ethic, ability to work in teams, ability to lead teams.

- **Paragraph 5: Key Achievement(s) or interests**

If you have done anything that is significant to you and that you feel we should know about you, add it to this paragraph. If there are hobbies or interests that differentiate you from others, or that show your strengths, please tell us about these here.

- **Paragraph 6: Career ambition**

Don't worry if you don't know what you want to be when you grow up, but if you have an idea, do please let us know!



MSc Marketing Practice CV Guidelines

Please note that the CV format outlined below is designed to facilitate achieving placements on [this programme](#), it is NOT a typical CV format. During the course of the programme you will learn how to prepare a CV more suited to the world of open competition.

1. CV Content & Layout

The first page includes your Personal Details and Education Details, see sections 1.1 and 1.2 below. The second page provides information on your Work Experience, Professional Skills, Interests & Achievements and Referees as outlined in sections 1.3 to 1.6 below.

Once you have decided on the content for your CV under the headings below, please remember that the style i.e. how you layout and format the CV, is entirely up to you. I suggest you search for 'CV templates' online, and select one that looks professional and is easy to read.

1.1 Personal Details

These can be presented at the top of the page like a letterhead e.g.:

Full name (top line, maybe in bold)

Address to be used for correspondence (on one line)

mobile phone, home phone, email and LinkedIn (on one line)

- There is NO need to say CV or Curriculum Vitae
- Make sure that you can be contacted easily on the telephone number that you provide.
- Choose one mailing and email address. Use the same addresses on your CV and PAC application.
- You don't have to give your date of birth, marital state or gender, though you may chose to do so if you believe it will provide you with an advantage.
- Keep this section quite tight at the top of the page, no more than three to four lines are required.

1.2 Education

Start with your most recent studies and go backwards to your second level education e.g.:

Date	Institution	Qualification	Award
2025 - 2018	NUI Galway	Bachelor of Commerce	TBD
200x- 200y			
Xxxx - xxxx		Leaving Certificate	Xxx points

HINT! Copy and paste the section above into your CV and change the text, that way you get the layout and formatting correct!!

1.2.1 Marketing Subjects

List the title of all the marketing subjects undertaken, DOWN the page in a row, and then using the 'columns' button in Microsoft Word (Under the Page Layout tab), create two to three columns out of this list. Remember to include your grade in brackets after each subject. Remember too to add any other subjects you feel are particularly relevant, or where you received a very high grade

Module Name (xx%)	Module Name (xx%)
Module Name (xx%)	Module Name (xx%)
Module Name (xx%)	Module Name (xx%)
Module Name (xx%)	Module Name (xx%)
Module Name (xx%)	Module Name (xx%)
Module Name (xx%)	Module Name (xx%)

HINT! Copy and paste the section above into your CV and change the text, that way you get the layout and formatting correct!!

1.2.2 Project-work (would not be included in a 'normal' CV but is very important for your application to the MSc Marketing Practice programme)

In preparation for this section of your CV, please gather the reports and projects you completed as part of your undergraduate degree, in particular those that relate directly to the marketing subjects you have studied. In an interview you need to be prepared to succinctly explain what marketing is about and demonstrate your understanding of the subject. Given that this is your first professional job interview, drawing on college project-work is a suggested way in which you can demonstrate your knowledge.

In this section of your CV, provide details of two projects completed during your under graduate degree. Take at least half a page for this section. The following is a suggested layout for this section:

(subject name)	(project title)	(grade)
Digital Marketing	Digital Marketing Plan for Walsh's Bar (Ennis)	75%

In order to develop a Digital Marketing Plan for Walsh's Bar in Ennis town with a budget of €12,000 for the year, I first identified what digital marketing activities Walsh's already engage in and how they perform on each of these activities. I also undertook a digital marketing benchmarking exercise, comparing Walsh's vis-à-vis three of their main competitors and two other leading bars nationally (name them). Primary research in the form of in-depth interviews with the owner of the bar and the Manager, along with some observation studies on a Friday and Saturday night, was then undertaken. This revealed that Walsh's target market is primarily 22 to 32 year old students and workers who are very active across many social media platforms. Given the limited budget, I recommended a student be contracted to engage with the target market via snapchat, facebook and Instagram, highlighting events and customers at the bar. I also recommended that PPC advertising be used for key events such as New Year's Eve and big sporting events.

As in the example above, in bold, provide the name of the subject and the title of the project, along with the grade received, if it is a grade of which you are proud. Please remember that the title of your project is not the title of the assignment! So for example if the assignment was to create a marketing plan, the title includes a reference to the company for whom you did the plan.

Then outline the objective of the assignment and give a brief summary of how you went about doing the assignment (research methodology) along with key findings and recommendations.

Note: This will bring you to the bottom of the first page of your CV.

1.3 Work Experience

Start the top of the second page with your work experience. Remember to use a template that will allow you to present each piece of work experience in a consistent manner to include dates of employment, employer, and role/title. Include all your work experience (Summer, part-time, voluntary, work with societies etc). The following is one approach that could be used to present your work experience:

Date	Employer	Role
Summer 2010	Hopkins Bar, Newcastle, Galway	Bar person
2007-2009	Rosie's Restaurant, Eyre Square, Galway	Kitchen Porter

HINT! Copy and paste the section above into your CV and change the text, that way you get the layout and formatting correct!!

Remember if you have relevant marketing work experience, you can present two sections:

- Relevant work experience and
- Other work experience

1.4 Professional Skills

Here you concisely list the skills you have that are relevant to a marketing job such as:

Driving:	Full clean driving licence and car-owner
Digital Marketing:	Website: Any experience of working with website? CMS? Social Media: Proficient in the use of Facebook, Twitter, LinkedIn etc. etc. SEO: State if you have any experience of SEO Analytics: Google Analytics /Facebook Insights?? Advertising: Google Adwords or Facebook ads?
IT skills:	Microsoft Office: Proficient in the use of Word, Excel, PowerPoint Graphics: Competent user of Photoshop Video Production & editing
Languages:	French: Fluent conversational French
Fund-raising:	Trocaire: Raised €5,000 through Charities Society fundraising.
Leadership:	Captain of..... Auditor of.....

HINT! Copy and paste the section above into your CV and change the text, that way you get the layout and formatting correct!!

There are many other possible skills that can be included here but they must be evidence-based.

There is no point in saying that you have ‘excellent organisational/communications/teamwork skills’, you need to give details of something you have organised.

1.5 Interests & Achievements

Give some serious thought to your interests and achievements though remember there is no need to include ‘socialising’ here! This section tells a lot about the kind of person you are e.g. if you play sport it demonstrates that you can be dedicated, disciplined, committed and possibly a team player. If you do charity work, it suggests that you think of others or maybe that you have a flair for event management and have expressed this through organising fund-raisers.

Pay attention to how you structure and present this information e.g.:

Sport:	Hurling: Give your best example which reflects your degree of involvement and commitment e.g. Captain of under 21 provincial finalists
	Soccer:
Music:	Piano: Grade VII....., play guitar in a rock band called “Rock band”.

HINT! Copy and paste the section above into your CV and change the text, that way you get the layout and formatting correct!!

In other words, group all similar activities together and make it as easy to read as possible, drawing the reader's eye to your achievements.

1.6 Referees (please note: NOT References as a 'Reference' is a written document while a 'Referee' is a person)

For the purposes of this programme, DO NOT say "available on request" as this could potentially slow down your recruitment process. Along two lines, give the name, title and contact number for two referees as outlined below:

Ann Walsh Lecturer, NUI Galway ann.t.walsh@nuigalway.ie 091 492575

HINT! Copy and paste the section above into your CV and change the text, that way you get the layout and formatting correct!!

Remember First Impressions Last!

First impressions are so important, so when you look at your CV ask yourself if it looks professional, organised, and easy to read? Make sure there are no spelling mistakes and that it is consistently laid out in terms of heading font sizes and spacing. Only include content that is honest and that you can speak fluently and confidently about in your interview.

Put time and effort into your CV and it will pay dividends. Your ability to follow these guidelines will be noted as part of the assessment criteria.

Make your CV standout!

Once you have completed the above in terms of gathering content, you can then focus on making your CV look fabulous. Do a google search for "CV templates", select "images" and identify a template that you feel best reflects you! Trust the one that you gravitate towards first, it is generally the right one for you!