

<University>

Admission Essay

<Author>

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<Professor's name>

<Program of Study>



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Admission Essay

I have long been a person fascinated with the power of advertising and technology. Marrying the two in a profession I love is more than just an attempt to earn a lucrative salary; it represents the reality of the adage “if you love what you do you will never work a day in your life.” As I look forward to improving myself through pursuit of a graduate degree in digital media, I believe I am setting myself up for a future in which my chosen work is relevant not only to current employers but to prospective customers and clients who understand the value of a well-crafted message delivered through common media of the time.

An advanced degree earned through the School of Engineering would provide me with the skills and technical knowledge to be successful in the world of digital advertising. While my undergraduate work in graphic design provides a solid foundation for my future career, I lack the extended expertise that comes with studying digital advertising and the ways it appeals to various customer demographics. I believe that the degree program will provide a program to fill gaps in my own current knowledge and position me for addition to the field as I move forward in my work as a professional.

My future plans include finding work in the advertising field developing engaging advertisement tailored to suit the specific needs of individuals. Mass media, and more specifically social media, has provided a platform unlike any seen in prior eras. The mere typing of a word or utterance of a phrase can trigger algorithms that produced targeted material based on the expressed preferences of the consumer. I envision myself as instrumental in designing advertisements that use these key words and phrases to create superior experiences in advertising that appeal to consumers in ways that drive business to the clients I serve.

I chose the NYU Tandon School of Engineering for a number of reasons, primary among them the reputation of the school and the quality of the programs. I feel that, by

attending a school that is well-respected in the field, I will position myself as an individual who was cognizant of the need to possess a top-tier education to serve top-tier clients. NYU's reputation is without stain in the field of engineering and I know that I will be a graduate who will bring additional honor and accolades to the school with my accomplishments in the professional world.

Another reason for choosing the school is the quality of the program. NYU's academics are well-known for rigor and the demands made of students in pursuit of excellence. Reviewing the course of study reveals that I will be given opportunity to learn from some of the brightest minds in the industry as well as to access resources that are unavailable in other institutions of lower quality. It is important to me that my education include challenging curriculum that prepares me to serve the most demanding of organizations and individuals and I feel I will have that experience at NYU.

The decision to pursue a graduate degree is a heavy one to make and one that must be weighed against one's current obligations and opportunities. While I enjoy my current work, I believe that earning an advanced degree will better position me for success. Doing so at the NYU Tandon School of Engineering will provide a guarantee of a reputable and rigorous program of study unmatched by other institutions, upon which I will build professional success and respect among those who seek to change the world of advertising for the better.