

Internet marketing has gone from an optional method of advertisement to a vital step in business outreach. Even small businesses in remote towns look to the internet to attract customers and spread the word about their services. I am currently pursuing a Bachelor of Science in Business Marketing with an emphasis on Digital Marketing. With this training, I will be able to enter a profession that will only grow year by year. When I was younger, I found print advertisements to be fascinating. I loved reading the newspaper with my father just to see the full-page ads in between stories. When I got older though, those ads became less appealing because they were not adaptive. They seemed dated, static and ill-fit for changes in society.

That's when I discovered internet marketing. It was still in its infancy when I was in middle school, but by the time I graduated high school, it had become a staple in business development. I loved the way internet marketers had to constantly adjust to fit Google's algorithms, new mobile devices, and new audiences. I knew this was the career for me.

Originally, I planned to focus solely on business marketing because there were not many digital marketing degrees available. Over the last two years though, several schools throughout the country have developed internet marketing courses that explain fundamental methods of search engine optimization, website analytics, and more. These are the foundations I will build my career around.

The best part about internet marketing is that there is always something new to learn. I can use my creative mind and exploratory nature to try new advertising methods that

help businesses succeed. Every time they do well, I do well. This is the kind of job fulfillment most people can only dream of, but my educational plan and job prospects will allow me to achieve it.

I have picked up some freelance jobs online to supplement my studies and help pay for my education. It is difficult to maintain a steady stream of income in freelance because I spend so much time on my school work. This scholarship could offset some of the costs and reduce my workload as a whole. While I will still work throughout the semester and full-time in the summers, having extra financial aid would greatly reduce my stress in college.

I look forward to a future where I can use my marketing skills to help business owners achieve their career goals. I plan to spend the first few years after graduation working for a successful, long-standing digital marketing company. After I have enough on-the-job training to feel confident in my abilities, I will open my own internet marketing company in Chicago, where my family lives. I have a clear picture of where I will be in the next 10 years, and I know this degree is going to help me get there.