



**MIM**

MASTER'S DEGREE PROGRAM  
IN MARKETING

### Required Essay:

All MIM applicants are required to write an essay of **at least 450 words** as part of the recruitment process. Your essay will help MIM learn more about you and get to know you better. Use the guidelines below to shape your essay and give us insights into your experiences, goals and thought processes.

Please put your name, surname and application number on the top right of the essay.

### Guidelines

1. Pursuing the MIM program requires an immense commitment. We want to make sure we know you better. Describe who you are and what values you uphold that make you an outstanding candidate for the course. Share what shaped or influenced you to be who you are today.
2. We are looking for candidates who will become leaders in the future. Such people should create a positive impact on society. Tell us about situations where you led others or projects. Tell us a bit of the background about how you became a leader in that situation. What challenges did you face and what did you learn as a leader?

Submit your essay (in a pdf format) to the E-mail: [mim\\_admissions@tbs.tu.ac.th](mailto:mim_admissions@tbs.tu.ac.th) by **February 8, 2018** at the latest.