

# MY SALFORD STORY



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## NAME:

Ho Thanh Que Anh

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Anh came over from Vietnam to study on the MSc Marketing course here at the University of Salford. Below we talk to her about her time and experience on the course:

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### ⋮ What were you doing before you started your course at the University of Salford?

Before starting on the MSc Marketing course at the University of Salford, I studied a BA in Business Management.

### ⋮ Why did you decide to study at the University of Salford?

Firstly, the tuition fees are not as high compared to other universities in the United Kingdom and the university offers a high scholarship. I received £3,000 for Chancellor's Excellence Scholarship and £1,000 for the country bursary.

Secondly, there are many start dates. Thus, I decide to start my programme in March so that I can enjoy lunar New Year with my family (one of the most important holidays in Vietnam).

Last but not least, the University is located in Manchester, which is one of the biggest cities in the United Kingdom. Therefore, I may have chances to meet and make friends with more people as well as improve my English. Manchester attracts many people from many different countries to visit and study, so I can approach with different cultures.

### ⋮ During your time here, what's been your highlight?

The biggest highlight was being a Student Host. I met many staff members as well as students who come from different countries and have different backgrounds. Furthermore, this job helped me to develop myself to become a more useful and confident person.

### ⋮ What is your favourite module/project and why?

I liked the Search and Social Media Marketing module because of two reasons.

Firstly, I have an opportunity to study in the Media City UK which is the home of many famous media companies, such as BBC and ITV, and it has modern facilities and equipment.

Secondly, this module requires students to run a real-life campaign. Thanks to this, I can gain knowledge, experience and skills. I also know how to optimise sites on search engine results pages as well as how to apply some analysis tools, such as Google Analytics, Facebook Insights, and YouTube analytics, to analyse social media platforms.

### ⋮ How do you think the course you are currently on will benefit your future career?

The programme is very useful for my future career. The reason is that Vietnam is developing and integrating with many international organisations, such as the World Trade Organisation (WTO) and the ASEAN Economic Community (AEC). Therefore, understanding and ability to apply international marketing strategies may be necessary when doing business. Furthermore, in order to assist me to become a good marketer, the course also provides knowledge about consumer behaviour as well as the applicability of social media in marketing.

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### NAME:

Lizette Georgina Briceno Verduzco

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Lizette is from Mexico and is currently studying for an MSc in Marketing at Salford. Here is what she has to say about her course:

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### ∴ Why Salford?

I chose Salford University because I wanted to study in Manchester which is an amazing, leading and forward-looking city. Then I looked into the MSc Marketing program and I liked the way in which it is imparted: 4 modules and an optional BIP program where students have the opportunity to choose between doing a dissertation, an internship or a placement. In my case, I chose to do an internship because I considered that it provides the necessary skills, additional to the knowledge that you learn through classes and projects, needed to succeed in businesses.

### ∴ What was the most challenging part of the course so far?

I think that the most challenging project yet was to develop an effective online Marketing Campaign for a UK Company in a tight time schedule. During this project, I worked with a lovely team and I had the opportunity to create relevant content for the target market and take advantage of technology by sharing it through the most relevant social media channels for the company. My understanding of trends and techniques related to Search Engine Optimisation (SEO), Google Analytics and the buyer persona helped me to improve my Digital Marketing skills.

### ∴ What do you plan on doing after you graduate?

After graduation, I would like to work in the marketing department of an international organisation with global exposure and exponential growth. That is why, since the beginning of the course, I try to stay updated on the topics that are most interesting to me such as Branding, Marketing Strategy and Digital Marketing. The future is uncertain but I am confident that with my previous professional experience, all the knowledge from the course, and the internship I will be well prepared for the next opportunity to come.

### ∴ What will you miss most about Salford when you leave here?

The people. Great tutors that have helped me through this path not just by sharing their knowledge and experience but also motivating me when I did a good job and advising me how to improve when needed. My new friends, great people with different backgrounds, nationalities, cultures and languages; people that during the program share with me the same space, goals and time. We called ourselves 'Family' because family like friendship lasts forever...

### ∴ What would you say to someone that's considering studying the same course as you here at Salford?

Go for it! It's not going to be easy, it requires a commitment with yourself and others; team and personal projects demand time, deep research and critical analysis but you will realize that while you are studying abroad you will have the best time of your life and it is all worth it.

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## NAME:

Nimesha Nivanthi Tennakoon

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**Nimesha comes from Sri Lanka and came to Salford to do the MSc in Marketing after extensive research about the course and the city of Manchester.**

**Here she talks about her time so far at Salford.**

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### ∴ Why Salford?

I did some research before I came here, and there were a few things which I really liked that made me choose Salford Business School: the city of Manchester, teaching methods, student support and the course content because it covers all areas of marketing.

### ∴ My top 3 reasons for studying here:

- Quality of the course content and delivery
- The facilities ( e.g. library, PCs) and student support services
- Career development and future opportunities

### ∴ Have you been involved in any extra activities, such as work experience, clubs or societies or volunteering opportunities? What do you think of these?

I am actively engaged in extra activities such as student support and experience activities and volunteering opportunities. I am working as a student host and enjoying every single day, with different tasks within various divisions of the University. I think when students engage in extra activities, it creates opportunities for them, improves their skills and builds their confidence.

### ∴ What's your favourite place in Salford or Manchester to visit?

I really like to spend time at Pennington Flash in Leigh; it's a beautiful park with a lake full of swans and ducks. Other than that I like MediaCity at Salford Quays.

### ∴ What do you plan on doing after you graduate?

Once I have graduated I am planning on applying for a Graduate Scheme programme.

### ∴ Where are your fellow students from? Does this multicultural environment help you with your learning?

On my course there was a very diverse cultural background. From being in this multicultural environment it's really good to learn about new cultures and we shared our experiences with each other, such as different marketing approaches in different countries.

### ∴ What would you say to someone that's considering studying the same course as you here at Salford?

The University of Salford is the best place for your higher education and career development. You will fall in love with the University once you start your course here, as I did.