

Why This College Essay Outline

As you prepare to write your "Why This College" essay response, conduct research on your school's website. Answer these questions to organize your research and to build content for a killer response.



SAMPLE ESSAY

I am interested in attending the University of Central Florida because the school offers a strong business program, diverse faculty, and a welcoming environment, all of which would provide me with the right atmosphere to succeed as an undergraduate student. I am applying to the Burnett Honors College, where I know I can expect smaller classes and an intimate classroom atmosphere, where I can contribute to discussions and get to know my professors and classmates. Particular topics I am excited about include product management, consumer behavior, and marketing strategy.

Engaging curriculum, along with internship opportunities and the Gold Seal Co-Op program will help me gain practical experience in the marketing field and increase my post-graduate job prospects. As a UCF student, I would also benefit from having little to no debt after graduation, being that I am a lifelong Florida resident and qualifying for the Academic Bright Futures scholarship, making my degree of high value.

Additionally, I look forward to taking the Digital Media Marketing course taught by Dr. Carolyn Massiah, an expert in marketing, with work published and presented at conferences all over the country. Dr. Massiah is my role model and someone whose steps I'd like to follow as she focuses on the use of social media in business which is currently a growing trend that I find important.

In essence, I believe that I can contribute positively to the Honors College as well as to the UCF community. Beyond academics, I plan to participate in theater activities along with community service to further my enrichment.



- 1 How did you first learn about this College?
- 2 What about this College inspires you?
- 3 What are your academic and career interests?
- 4 What are 3 things that make this college unique and are important to you?
- 5 What specific classes do you want to take?
- 6 What professors do you want to learn from?
- 7 What extracurricular experiences do you want to have at this College?
- 8 How will you contribute to campus life?