Wenwei Wu, MSc Marketing | University of Birmingham, UK

"My degree has enabled me to secure a job within an industry that I find extremely rewarding."

Wenwei Wu graduated with an MSc in Marketing from the University of Birmingham in 2002 and is employed as the Regional Manager for East Asia in the International Relations Office at the University of Birmingham.

My career

After initially obtaining a scholarship to work at the International Office at the University of Birmingham as a Student Ambassador, I subsequently applied for the International Assistant post which focused on developing China and since then, have been promoted to my current role as Regional Manager for East Asia.

My degree has enabled me to secure a job within an industry that I find extremely rewarding which enables me to help students to gain, not just qualifications, but also an invaluable learning experience.

Many of the modules I took concentrated on developing analytical and strategic thinking skills. We studied many case studies which developed my ability to analyse problems and to think about marketing matters in a very lateral way. I still employ the skills I learnt during my course on a daily basis to conquer the challenges I face in my current role.

My MSc in Marketing was essential when it came to securing my first role in the International Office in that only candidates with a strong marketing background were considered for the job.

"I still employ the skills I learnt during my course on a daily basis to conquer the challenges I face in my current role."

Challenges

The degree emphasised teamwork and I would say the most challenging aspect of my course was working with fellow students from different backgrounds and different cultures to achieve a common goal such as a marketing project. However, this benefitted me enormously in the long-run as it improved my confidence and ability to mix with people from all walks of life. It also sharpened my English language skills.

The Birmingham experience

Whilst studying, I was a member of the Buddhist Society, one of the many societies and groups registered with the Guild of Students. We met once a week and I encountered many like-minded people from different cultures and backgrounds.

Tips and advice

Be as positive and proactive as possible when thinking about your chosen career path. Make the most of your time in the UK and in the university; do not lock yourself away with your books. Despite the current economic climate, there are fantastic learning and social opportunities to be had by those who are prepared to grasp them with both hands.

Find out more

MSc Marketing (http://www.birmingham.ac.uk/students/courses/postgraduate/taught/business/marketing.aspx)

Department of Marketing (http://www.birmingham.ac.uk/schools/business/departments/marketing/index.aspx)

© University of Birmingham 2015