

MY JOURNEY:

FROM CHINA TO QUEEN'S UNIVERSITY BELFAST

MEI LIU
MSC MARKETING



QUEEN'S
UNIVERSITY
BELFAST

I AM MEI LIU FROM GUANGZHOU IN CHINA.

I had the opportunity to work with the staff at the Queen's University office in Guangzhou. I discovered that Queen's is a long-established century-old red-brick university with a strong international environment. Marketing would provide internship opportunities, replacing a professional dissertation with professional internship reports. I did not hesitate to apply to Queen's.

STUDYING AT QUEEN'S UNIVERSITY BELFAST

I studied MSc Marketing at Queen's. The first semester was mainly about the introduction of consumer behaviour and marketing management, as well as economics and accounting that a Marketer must understand. In the second semester, we learnt the most important digital marketing and market analysis tools. In the third semester, you could choose an internship, research project or a traditional dissertation.

I think the most surprising thing about my course was that all lecturers paid great attention to the combination of theory and practice. In the classroom, we discussed the current marketing methods, marketing cases, and the lecturers would also invite local



managers to introduce us to their company and let us make a marketing plan for their company based on their current situation. When we developed a marketing strategy for Whitewater brewery, our team went to their brewery to visit and talk to the founder to get more information, and we went to the local pub to conduct the survey. After completing the report, we presented our results to the lecturer and the founder of the brewery.

MY FAVOURITE MEMORY

There were so many good memories at Queen's, but my favourite activity was to explore Belfast with my roommates at the weekends. In the second semester,

Queen's Accommodation arranged a one-day tour of the Colin Glen Forest Park in Belfast. This was an aerial adventure park with high and low rope courses, climbing wall, zip lines and freefall jump. It was very exciting and fun. I was a little scared when I first started. In the end, I bravely took the challenge to freefall. I was very grateful for the encouragement from my roommates.

MY WORK PLACEMENT

Another important reason why I chose Queen's was that my Marketing course had an internship to submit a research report instead of a traditional dissertation, which provided me with a good opportunity to apply the knowledge I learnt in class to practical work and laid a good foundation for my future employment. I worked as an intern on the Student Recruitment Team in the Faculty of Arts, Humanities and Social Sciences at Queen's. My two main responsibilities were to study Chinese social media, provide a relevant strategic report for the Faculty and assist in running the Weibo social media account. Most importantly, during the internship, I gradually found my preferred employment in the education industry. I am grateful to the School for giving me this internship opportunity, which will be very helpful for my future career.



SETTLING INTO BELFAST

Cost of Living

For accommodation, I chose the School's apartment in College Gardens at £400 per month. The apartment was only 3 minutes' walk from the Queen's main building and 10 minutes' walk from the School in Riddel Hall. It takes about 15 minutes walk to the main supermarket and 20 minutes to the city centre. It was convenient to go anywhere.

I got to hangout with my international friends from e.g. Vietnam, France, Spain, India, living in Queen's Accommodation. During the weekend, we went shopping together to buy ingredients and made dishes and then tasted them together. At night, we arranged some activities such as watching movies or playing games.

The convenient thing about Belfast was that all places were reached on foot, so I had no expenses for transportation. Belfast had the lowest cost of living in the UK. It was very affordable, allowing us to spend the least amount of money. I only needed about £80 to buy ingredients every month, so basically I spent less than £500 per month for accommodation and meals. It was not expensive to go out for meals either, around £8.50 for dinner each time.

TRAVELLING TO QUEEN'S UNIVERSITY FOR THE FIRST TIME

It took about 13 hours to arrive. My flight route was Hong Kong - (stopover in Thailand) - Dubai - Birmingham - Belfast. This was my first time on a long-haul flight, but I did not feel tired at all. On the plane flying to Belfast from Birmingham, I was surprised to find that I was the only Chinese person on the whole flight. I started feeling excited about being in a different country.

The airline I chose was Emirates. The plane seats were large, it was very comfortable to sit up, and the dining was very delicious.



MAKING FRIENDS

I felt very fulfilled everyday of my life in Belfast. Queen's hosted many events and provided opportunities for us to make friends with other students. In October, the Chinese Student Association organised a Halloween party, so that we could experience the Halloween atmosphere abroad. We all cosplayed a role, met new people at parties and danced. We also made Halloween pumpkin lanterns. During the Spring Festival the Students' Association organised the Chinese Spring Festival gala show. They invited many students to perform for us,

making us feel like we were celebrating the Spring Festival at home. In March, we had St. Patrick's Day in Northern Ireland and the School helped us participate in the parade. We wore Queen's t-shirts, walked through the crowd, danced with everyone and integrated with the locals. They were all unforgettable memories for me.

It was also good to join the clubs and societies. There were more than 200 clubs and societies. At the beginning of the term, the School held a societies' day, which was the best chance for everyone to join a club. I chose the archery society.



TRAVELLING OUTSIDE OF BELFAST

As the capital of Northern Ireland, there were two airports in Belfast, which made it very convenient. We could get to many places in about 1-2 hours. I visited all the famous tourist cities in the UK, such as London, York, Liverpool, Edinburgh, Cambridge, Oxford, Manchester, Sheffield. Also, I took advantage of the Christmas and Easter holidays, to visit many European countries, such as Finland, Sweden, France, Spain, Germany. What I enjoyed most was discovering new things and meeting new people, allowing me to enrich my life experience.

MY ADVICE TO NEW STUDENTS

I found living in Belfast very convenient. Most people were not used to the food when they first arrived, but luckily there were many Chinese restaurants. If you wanted to cook for yourself, there were five Chinese supermarkets in Belfast, the biggest of which were the Asia Supermarket and Lee Foods. Almost everything you needed could be found in these two supermarkets.

I was very glad I chose Queen's. During this year, I gained a lot of different experiences, learned a lot of skills, and found my future employment direction. I also encountered setbacks and learnt to face and solve them. I became more confident, independent, stronger and brave.

"I firmly believe these experiences will benefit me for the rest of my life. I plan to return to China and continue to develop in the education industry."

www.qub.ac.uk

我的旅程

从中国到英国女王大学

刘梅, 市场营销



QUEEN'S
UNIVERSITY
BELFAST

英国女王大学

我是刘梅

我来自广州，第一次知道Queen's是因为在我实习的时候有机会与Queen's在广州办公室的工作人员一起工作，那时候有意愿想要出国但是不知道选择什么学校比较好，在他们的介绍下我了解到了Queen's是一所历史悠久的百年红砖院校，国际化环境浓厚，中国人比较少，恰好我想要念的专业市场营销还能提供实习机会，以专业实习报告代替传统论文，我当时就毫不犹豫的申请了我们Queen's，并顺利的开启了我的Queen's之旅。

在女王大学的学习与生活

我在Queen's念的专业是市场营销，学校课程设置很合理，第一学期主要是学习入门的消费者行为和市场营销以及作为市场人必须要了解的经济学和会计学，第二学期则难度开始加深，学习目前最重要的数字营销和市场营销等。第三学期则可以自由选择实习，研究项目或者传统论文。我觉得在我的课程最让我惊喜的一点就是，所有老师都非常注重理论与实践的结合。例如我们当时为啤酒厂whitewater制定营销策略时，我们小组一同去他们啤酒厂参观并且与创始人进行谈话以获取更多有效信息，并且去当地的酒馆做问卷调查等等，运用自己在课堂上学到的知识和调研结果完成报告后，再以演讲的形式给老师和啤酒厂创始人进行宣讲。这一个过程很不容易但非常能锻炼我们的



www.qub.ac.uk



融入贝尔法斯特

生活成本

关于住宿，我选择了学校的公寓-7 College Gardens,一个月包bill只需要400磅。公寓距离女王主教学楼仅3分钟的距离，去管院-Riddle hall也只需要走10分钟，想要去大Tesco-Tesco superstore 买烹饪的食材也只需要15分钟左右。20分钟路程就能到市中心，这里相当于日常生活的中心，去哪里都很方便。我当初想要选择住学校宿舍就是因为我知道学校很注重提供国际化环境给我们，每一个宿舍都会尽量安排不同国家的人住在一起，更好的感受文化差异带来的火花。我们一栋楼住有15个人，却来自超过9个不同的国家，例如越南、法国、荷兰、西班牙、爱尔兰、韩国、印度、新加坡等等，同时也有三个中国的小伙伴跟我一起。我们每天生活在一起就像个文化大杂烩，但特别有意思。周末有空的时候，我们会一起去买食材各自做自己拿手的菜然后一起品尝，晚上也会安排一些节目例如看电影或者玩游戏。由于刚开始自己口语不是很好，我还很担心自己很难融入到他们生活圈当中去，但事实上大家都很好，也很乐于去交朋友，分享自己的见闻，也会很照顾我，跟我说话的时候语速会放慢，鼓励我多点与他们交流，我的口语也因此得到了很大的提升。

去往女王大学的旅程

由于我太晚买机票了，供我选择的航班不多，最后我还是选择了高性价比的航线——乘坐25个小时的飞机，其实正常来说13个小时左右就能到达了。我的飞行路线是香港-（中停泰国）-迪拜-伯明翰-贝尔法斯特。特别是当我坐上伯明翰飞向贝尔法斯特的飞机的时候，我惊奇的发现，整个航班就只有我一个中国人。那时候我就开始感到兴奋，知道自己选择了自己想要的。我乘坐的是阿联酋航空，就是人们俗称的土豪航空。飞机座位很大，坐起来很是舒服，餐饮也很丰盛。总的来说还是很推荐的。



住在贝法很方便的一点就是，基本上所有的地方你都可以通过步行到达，因此我基本上在交通费用上是没有什开支的。贝尔法斯特作为英国生活成本最低的城市，使得我们花最少的钱，留最值得学。我每个月购买食材的钱只需80磅左右，所以基本每个月加上住宿、餐食的话是500磅不到。出去外面用餐也不贵，人均每次可能就是8.5磅左右。

在贝法交朋友

我在贝法生活的每一天都觉得很充实。学校会举办很多活动，提供机会给我们与外国人交朋友。像万圣节的时候，我

们贝法学联就组织了一个万圣节派对，让我们真正体验到了国外的万圣节氛围。另外，还有制作万圣南瓜灯活动，每个人都发挥自己的想象力制作属于自己的南瓜灯。在春节的时候，学联也会组织中国春节联欢晚会，邀请众多多才多艺的同学为大家进行表演，让大家有在家里过年的感觉。到了三月份，迎来了我们北爱尔兰特有的St.Patrick's Day,学校会组织我们去参与游行，穿着Queen's的T恤，在人群中穿梭，与大家热情共舞，真真切切的融入到当地生活。这些会是我毕生难忘的回忆。



低绳索课程，攀岩墙还有自由落体跳跃等项目。非常的刺激又好玩。

实习与工作

我选择Queen's的另一个重要原因是我这个marketing的专业是可以选择实习并提交研究报告代替传统论文，这提供了我很好的机会让我把课堂上学到的知识运用到实际工作中，为我往后的就业奠定良好的基础。我目前在英国女王大学人文与社会科学学部的国际学生招聘团队实习，我的两大主要工作职责是研究中国社交媒体，为人文与社会科学学部提供一份相关的策略报告和协助部门运营社交媒体——微博。对于做研究报告这一项任务，我的研究生课程已经给了我无数次锻炼的机会，每一门课程都要求我们对不同公司做一个市场营销计划。而且我的同事们都非常的支持我，帮助我在短短的两个星期内迅速熟悉整个部门的工作流程，因而还能较顺利的完成。对于微博运营这一块，对我来说是相对困难但又非常有趣的。我需要跟我的同事去拍摄相关视频，对于我这个有着镜头恐惧症的人来说是很不容易的，但慢慢的克服了这个障碍之后我反而变得更加自信，能够在镜头面前展现自我。最重要的是，在实习过程中，本来对未来就业迷茫的我慢慢找到了喜欢的就业方向——教育行业。真的很感谢学校给我这次实习的机会，它对我未来的发展非常有帮助

难忘的记忆

在Queen's的美好回忆真的太多了，但我最喜欢的就是周末和我的舍友们一起探索贝法，做一些不一样的事。在第二学期的时候，Queen's给我们宿舍全体人员安排了一次贝尔法斯特科林格伦森林公园一日游。这是一个空中冒险乐园，有高



如芬兰、瑞典、法国、西班牙、德国等等。我最享受的是在旅途中能不断地发掘一些新鲜事物以及认识新朋友，给予我机会不断地丰富我的人生阅历。临要离开贝法了，我才意识到我们贝法还是有很多美味的餐厅，很多美好的风景，很多好玩的游乐项目。在探索世界的同时一定不要忘了好好探索身边的事物。

给新生的建议

就我自己而言，我觉得生活在贝法还是很方便的。刚来到这里可能大部分的人会觉得饮食很不习惯，但万幸的是这边有很多中国餐厅，各种菜式的都有。如果是想要自己做饭，贝法这边也有5个中国超市，最大的有亚洲行、Lee Food等等。基本上你需要的食材都能在这两家超市找到。

很感激当初的自己选择了Queen's，在这一年的时间里，我收获了很多不一样的经历，学会了很多技能，找到了自己想要的未来就业方向，也曾遭遇过挫折，并学会独自面对与解决，但在这里发生的种种都将极大的影响我往后的生活，我变得自信、独立，也变得更加坚强、勇敢，我坚信这些经历必然会使我受益终生。

出国旅行

作为北爱尔兰的首府，我们贝法有两个机场，这就为我们的出行提供了极大的便利，基本上飞行1-2小时就能到达很多地方。在贝法的这一年中，我把英国著名的旅游城市都去了个遍，伦敦、约克、利物浦、爱丁堡、剑桥、牛津、曼切斯特、谢菲尔德等。也趁着圣诞假期和复活节假期，游览了众多欧洲国家，