

My name is Petronella Wretman, and I have recently graduated from the Center of International Programs at Donghua University in Shanghai. I attended a bachelor program majoring in Marketing. During my studies at DHU, I studied a variety of courses, mostly focused on marketing such as marketing communication, retail marketing, brand management and international marketing. However, my program was highly diverse and the curriculum also included international business, business law, statistics as well as innovation & entrepreneurship and much more, leading to a well-rounded education.

My time in China has truly been an incredible experience! Through my university, I have also had the opportunity to immerse myself into the Chinese culture through taking courses learning about the history of China as well as mandarin classes to further improve my language skills. Furthermore, through social practice and community service I have gained further experience about the local culture through seminars and further short term internships through the university.

I am forever grateful and honoured to have received the Swedish School of Beijing Scholarship as it enabled me to keep solely focused on my studies and work diligently towards academic success. As a result, I have been able to receive CIP's award for excellent academic performance.

Unfortunately, due to COVID-19, I had to write my final thesis remotely, as well as balancing the time difference in attending classes and working on group projects. Indeed it has been a challenging time. However, through interactive and insightful lectures as well as support from my university, remote learning has also been a valuable experience.

Receiving the Swedish School of Beijing Scholarship has also been of great personal significance to me, as I attended the school in my younger years. Being able to come back to China has been an invaluable opportunity for my academic career and in the future a great foundation for my professional career. It has enriched me with both extensive knowledge within the marketing and business field but also within learning about and becoming emerged into a multicultural setting. I have met people from all around the world, and it has been a fantastic opportunity.

With great sentiment, it is time to say farewell to DHU and my time in China. I will forever cherish all the memories and experiences I have collected over the years.

Petronella Wretman 10/08-2021