

Statement of Purpose

My name is **Student Name** and I belong to Vadodara City which is in Gujarat Province, India. I have completed a Master of E-business in the year 2016 with First Class. Then I have applied for my visa to study at the University of Creative Arts and I got admission in the Master of Arts Creative Business Management course. At present, I want to study at Ulster University London Campus for the MSc Marketing course because my eagerness for learning is not diminished, and also during that period, I realize that I want to learn more things to build my own business in my native country India.

The UK offers a wide extent of courses at all elements of study, it is broadly known for its quality instruction, learning systems, brief length courses, open learning conditions, and understudy instructor intuitive holding. UK degrees are acclaimed worldwide for their quality guidance and examination openings. The UK is known for providing excellent education in different fields of study. It is home to a large number of highly reputable institutions that impart world-renowned educational degrees. The UK is a very multicultural country, due to the fact that it is a preferred destination for many international students around the world. The universities offer courses that promote creative and innovative thinking, which helps students become work-ready after graduation. A degree from the UK is recognized anywhere in the world, which makes it ideal for students who wish to return to their home country. The student life in the UK is unmatched and so are the various facilities that are available for students.

I found Ulster University suitable for my course. The campus provides outstanding facilities to students such as the latest technological classroom, library, sports area, and many others. Through this university, I would get an opportunity to develop real experience in areas that are relevant to the journey towards becoming a highly capable individual and a strategic leader of the future. University has the best faculty with academic and practitioner expertise, providing the best possible learning opportunities to benefit career. Also, teaching methods are very unique such as throughout the assignments, practical project, and get knowledge from real life experience, research and many others which would be a very helpful for me. All my essential of further

examination for this course is being fulfilled by this University. Along these lines, I have decided to get a degree from Ulster University.

The course that I am willing to study is MSc Marketing which is a demanding field. According to serve marketing professionals are in high demand in the international job market. Well, there are many benefits to do a master's in marketing. Firstly, doing a master's in marketing will help to gain dept. knowledge in the marketing field I will get to know how to find a niche, how to deal with the customer, how to sell product to the customer? Secondly, marketing is ideal for aspiring business persons in which we want to use our creative things and do solutions to marketing challenges with thinking, advertising, and branding. With this course, I will develop many skills such as communication skills, interpersonal skills, creative thinking, Social media marketing, and content management system, get understating of goals, strategies, and tactics. Apart from this, this course provides me very interesting modules such as academic and professional development, Foundation management, strategy and innovation, global marketing, digital marketing communication, marketing analytics, applied marketing projects, and many more which would be very beneficial for my bright career.

Currently, in India, there is a massive demand for qualified, specialist marketing managers as the number of companies experiencing poor project outputs rises. After completion of my course, I will back to my native country which is India. India has many multinational management companies such as Amazon, Filpkart, TATA, Reliance, and many more. Well due to my natural interest in marketing, I like to start my future job in the marketing department.

Regards,

Student Name