

STATEMENT OF PURPOSE

I am **Student Name** I completed my Bachelor's of Commerce from Veer Narmad South Gujarat University in 2014 and Scored 5.43 CGPA. After that I worked for 2 years from (2017-2019) in 3 Star Advertising Company As a Computer Accountant. Then I went To Poland, There I did Diploma in Management in 2019. I think that this is not enough for my Career, So I Choose to Study in U.K. For My Further studies.

UK universities all offer programs that I can utilize when applying for jobs at home after my studies. Not only is the academic standard at their partner universities valued and of high prestige, my experiences abroad will demonstrate that I am independent, open-minded, flexible and up for a challenge! Among the benefits of studying in UK is a wide choice in picking my field of study and institution. The UK education system promotes close interaction between students and lecturers and provides the freedom to combine different subjects into a single course of study. Indian students who're worried about expensive tuition fee need not lose sleep either, for there are many scholarships that I can apply to, especially at postgraduate and research level, to support my study and cost of living costs. Studying in UK is an opportunity to experience a multicultural environment, meet new people and fellow international students from across the world and discover new places. I benefit by developing a range of skills that are necessary to be part of today's global workforce.

The university which would help me to provide detailed knowledge is Oxford Brookes University. The university is recognised for providing one to one attention to the students and developing their personality as per the current scenario of the market. Moreover, they also boost their graduates to develop innovative ideas and with the help of lectures from the professionals help the academician to learn about the most-up-to-date methods to overcome the hurdles faced by the huge industries. I researched all the things from the website of the university as well as I have the brochure of the university, which I downloaded from university's website. Further for a student like me, International student the university makes feels like home. I collected data

about this university and came to know many of these things. The university also provide us many types of scholarships and bursaries even to the international students.

The MSc Brands and Marketing Management is perfectly coincided with my interest because it provides me specialization in many functional areas. The modules such as Marketing Communications Practice, Marketing Communications The combination of Marketing with Brand management will be very fruitful for me to grow in this excessive competitive era. My proposed program is of three academic years and it will help me to gain a sound understanding of the basic concepts, theories and techniques of business management and marketing and it's application. It will also cultivate a range of personal and interpersonal skills appropriate to a career in business including communication, leadership, teamwork, negotiation, presentation and self-awareness.

Thus, to conclude I would like to say that if your prestigious University gives me an opportunity to study in the university I would grab the opportunity and take the advantage of the staff to make my life to the next level and make my path a crystal clear and reach the height of success with minimum hurdles and maximum experience gained during my study and industrial experience tenure.

Student Name