



## Statement of Purpose – Master’s Programme in Marketing (120 credits)

Please provide your full name and application number for identification (if application number is unknown, please provide date of birth instead):

**Name:**

**Application number:**

**Name of University at which you have studied for your BSc/BA degree:**

**In which country have you studied for your undergraduate degree:**

**Instructions:** The Statement of Purpose is one of the most important parts of your application – it is your opportunity to “sell yourself”. We will consider carefully the answers to the following questions. Please write your answer below each question. The completed document must not exceed three pages in total. There is no word limit.

**Question 1. Why are you applying for this master programme? Why do you believe you would benefit from it? What do you expect you could contribute to the programme?**

**Question 2. What are your career ambitions immediately after graduating from the programme? Describe how you plan to achieve these goals. How do you see your career developing over the next five years?**

**Question 3. Please list the courses you have taken and that you consider to be particularly relevant preparation for the programme (max four courses), including your grade point average across those courses.**

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**Question 4. Any other matters you wish to draw to our attention, for example, work experience or extracurricular activities of particular relevance for the programme?**

**Question 5. Please attach a one-page CV/resume to your Statement of Purpose (not counted for the page-limit of the Statement of Purpose).**