Statement of Purpose – Marketing Programme (180 credits)

To be eligible for the Marketing Programme, you are required to answer the following questions. Please write your answer below each question.

**Question 1: Why are you applying for the Marketing Programme?**

**Question 2: How do you perceive that you will benefit from studying the Marketing Programme?**

**Question 3: What is your level of ambition when it comes to university studies?**

**Question 4: Describe your attitude towards working in groups with individuals of different cultural and socioeconomic backgrounds?**

**Question 5: What are your ambitions (career or graduate studies) immediately after graduating from the Marketing Programme?**

**Question 6: Any other matters you wish to draw to our attention, for example, work experience or extracurricular activities of particular relevance for the Marketing Programme?**