**STATEMENT OF PURPOSE-**

**GISMA ULAW – INTERNATIONAL MARKETING**

I am Sher Singh, a Commerce student graduated from Kumaun University, India aspiring to pursue Master program from Germany.

I learnt from my bachelor’s is solid grasp of Financial Accounting , Management and Accounting as well as Business Management which improves my ability in Accounting and communication skills as well.

Reason behind choosing Germany for my Masters degree is that German universities offer high quality and up to date education, ranking among the best in the world and as I do some research, Germany is called the higher education paradise because of its globally recognised degrees which makes it an ideal place for study. After completion of study, foreign students are allowed to stay for an year, in the event of looking for a job. Perhaps this opportunity is solely provide in Germany.

I was initially attracted to the field of marketing because I find it to be a very dynamic and creativity-based field. In addition, marketing is a fast-growing discipline, encompassing a wide area of activities within the community. I was first exposed to marketing while studying for my Bachelor degree. My interest to study **International Marketing** from **GISMA U LAW** is because it is one of the key influences that shapes our society. Marketing is the invisible force that propels the modern business world forward. With recent advancements in communications technology, the marketing field has been revolutionized, with new opportunities and new potential pitfalls. With the globalization of business, the success or failure of international marketing campaigns is undeniably a powerful factor in the success or failure of modern companies. Moreover, in this course I will not get sole information about Marketing in spite that get all significant knowledge about business which include international trade, economic and much more. This will help me to get White-Collar job in future.

Over the above, education is a matter of affection with learning so the fruits of higher education can be relished only when there is sync between the interest and the course content. Taking into account my undertaking so far, I am certain that my engineering program here would be appropriate to realize my goals. Moreover I am sincere and hardworking guy who will try my best to realise my dreams.

That’s why I want to pursue masters in my domain from Germany and want to contribute with my educational experience for the sake of society. To recapitulate, it would be a matter of great pride for me to pursue my graduate studies at German institution.

Sher Singh

Applicant