Statement of Purpose  
for  
MSc Marketing

This is ------------. I finished my BBA (Hons) in Marketing at Dhaka City College, a campus of the National University, in 2022 with a CGPA of 3.15 out of 4.00. Although our session was from 2016-2020 and was supposed to end in 2020, due to the pandemic and 18 months of lockdown, our session ended in 2022. After my undergraduate program, I joined Creative It Institute in a Digital Marketing training course which was for six months. During this program, I was exposed to various activities of digital marketing such as analyzing the website, finding problems and creating reports, taking necessary measures and implementing them. Digital Marketing focuses on tools and techniques and has many sectors.

After completing the course I was thinking of doing an internship. So I started applying to various companies for internships. Fortunately, I got an opportunity to do a 3-month internship in Bangladesh Co-Operative Insurance Ltd. under Marketing & Business Development department. Back then, I wasn’t sure whether I should grab the opportunity or not since I was focused on Digital Marketing. But later on, I wanted to test myself and my knowledge of Marketing as I finished my BBA (Hons) in Marketing. So, I joined Bangladesh Co-Operative Insurance Ltd. as an intern. While working in the company, I noticed that my educational knowledge is different from the actual scenario. As an intern, there was not much to do except observe senior officers. So, after gathering knowledge about customer attraction, satisfaction, retention, market analyzing, taking initiative to increase sales, and planning long-term goals as well as short-term, I was asked to put this knowledge into action to demonstrate my performance.

To my disappointment, I realized that I have a huge lacking of knowledge in the marketing sector. Digital marketing is focused on the target markets and those who have potential interest, whereas marketing is vast in theory and practice and concentrates on the whole market. Marketing has so many sectors to understand. It is the foundation of digital marketing, so if I ought to do well in digital marketing, I need to master marketing first. Since I completed my undergraduate degree in marketing from Bangladesh, I am looking forward to achieving an international master’s degree in marketing to have an international marketing view as well as an understanding of this subject. A foreign degree will not only enhance my knowledge and skill but will also help me to stand out in my career.

Upon deciding to receive a foreign master’s degree, I started my research. So far, I have found that popular countries among international students are Canada, the USA, the UK, and the Australia and so on. The quality of education in these countries is known to be the best in the world. But after detailed research, I have decided that the UK is the best option for me. The UK is the world’s most popular destination for students to receive higher education. Every year more than 500000 international students enroll on UK universities. British universities have ages of experience in working with international students providing them with quality education.

There are several reasons why I choose the University of the West of England - UWE Bristol. The MSc Marketing program is designed, as per my requirement fits, and there is an option to choose from a wide range of additional marketing modules, including specialist areas of digital marketing. So, I believe I will be able to receive the knowledge and skill I desire from UWE Bristol. The fact is that the location of UWE Bristol is at Bristol, which is known as the UK’s greenest city and, according to unifresher.co.uk; Bristol is the 6th safest city in the UK for international students.

I plan to become a Marketing analyst at a leading company in Bangladesh. Since Bangladesh is a developing nation, I would like to establish my career in this country as well as participate in the development of our economy. An international master’s degree will help me to ensure a bright future in my home country, where I will be able to use my international view, knowledge, skill and experience to expand the marketing system of Bangladesh to the international level.

Thank you so much for considering me, and I hope that you will find me suitable for the MSc Marketing program at your university.

With best regards,

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