

Dear Admissions Committee,

I'm writing to say how interested I am in the **FH Münster University of Applied Sciences Master of International Marketing and Sales program**. I am keen to broaden my experience in worldwide marketing and sales, having gained a strong academic foundation in nutraceuticals and a thorough understanding of marketing principles. My ambition to combine my scientific background with cutting-edge marketing techniques to produce effective and novel solutions for the worldwide market is what excites me about this profession.

Throughout my academic career, I have constantly shown that I am really committed to learning and doing well. With a **CGPA of 9.56 which is equal to a German grade of 1.22**. I obtained my **Master of Science in Nutraceuticals** from Somaiya Vidyavihar University in Mumbai. I have a strong background in analytical thinking and problem-solving from my scientific undergraduate studies, which focused on developmental biology, biochemistry, and environmental management. Before that I have done my **Bachelor in Science** from University of Mumbai and respectively received **7.82 CGPI which is equal to a German Grade of 2.09**. In the field of marketing, where knowledge of consumer behaviour and market dynamics is essential, these abilities are priceless.

My professional goals are reflected in my decision to enroll in this master's degree. The curriculum's emphasis on cross-cultural communication, digital marketing technologies, and global marketing techniques particularly appeals to me. These fields are ideal for me to pursue my aim of becoming a marketing leader who can propel brand expansion into foreign markets. I have insight into consumer health trends because of my history in nutraceuticals, and I think the knowledge I'll learn from this school will help me create focused marketing efforts that appeal to a variety of people around the world. I am thrilled about the opportunity to study under knowledgeable instructors and work on real-world projects that will let me apply my academic understanding to real-world problems.

I find FH Münster University of Applied Sciences particularly noteworthy for a number of reasons. My choice was heavily influenced by the university's stellar reputation for academic achievement, especially in the areas of business and management. Because of the institution's strong focus on applied sciences, students are certain to acquire real-world experience and skills that are in high demand in business. Furthermore, it is particularly enticing because the university is dedicated to promoting a global perspective through its international relationships and varied student body. I'm sure that attending FH Münster will give me the exposure and tools I need to be successful in the cutthroat industry of international marketing.

It was a purposeful choice to study in Germany because of the nation's robust economy, cutting-edge business climate, and technological and marketing leadership. Germany is a great country to pursue graduate studies in marketing because of its diverse population and reputation as a global center of business. Furthermore, my preferred method of learning—which is applying theoretical concepts to real-world situations—is well suited to the German universities' emphasis on practical learning. I can't wait to fully immerse myself in the academic and professional milieu of Germany, where I may network with globally like-minded experts and learn from prominent figures in the field.

In conclusion, I am certain that the FH Münster University of Applied Sciences Master of International Marketing and Sales program is the best choice for me. My career aspirations, enthusiasm for marketing, and educational background all perfectly complement the program's goals. With great pleasure, I submit my application to become a member of FH Münster. I am excited to add to and gain from this vibrant learning community. I appreciate you taking a look at my application.

**Sincerely,
Manasi, Sanjay Prabhu**