

# STATEMENT OF PURPOSE

I graduated with a **Bachelor of Arts in Journalism and Mass Communication**, but the world of business has always held a strong appeal for me. This interest, coupled with a desire to operate on a global scale, is why I'm writing to express my keen interest in the **Master's in International Management, Marketing, and Entrepreneurship program at Otto von Guericke University Magdeburg**.

My academic journey began with a strong foundation in secondary education, where I achieved a commendable 91.8% (German equivalent: 1.37) in the All India Secondary School Examination (AISSE) conducted by the Central Board of Secondary Education (CBSE) in Delhi, India (passing date: May 29, 2018). I continued this momentum in Senior Secondary education (CBSE 12th Class), securing a score of 78% (German equivalent: 1.99) in March 2020. Following my secondary education, I pursued a **Bachelor of Arts in Journalism and Mass Communication at Guru Gobind Singh Indraprastha University, Delhi, India, graduating in July 2023 with a highly distinguished CGPA of 9.43 (German equivalent: 1.29)**. During this program, I had the opportunity to delve into the intricacies of communication, honing my skills in storytelling, content creation, and critical analysis. It was also during this time that I published a paper exploring the core message of Mel Robbins' book "**The High Five Habit: Take Control of your life with one simple habit.**"

To complement my academic background, I've actively sought out practical experiences through internships. In the summers of 2021 and 2022, I interned in the Sales and Marketing departments of IIM Bangalore (June-July 2021) and two different companies: **Universal Tribes and Co. (Pune, India)** and **IFORTIS WORLDWIDE (Pune, India)** - both from June to July of 2022. These experiences provided invaluable insights into the real-world workings of sales and marketing strategies. Additionally, I recently attended a one-day workshop on **Digital Marketing at the Indian Institute of Technology Delhi during Tryst 2024 (March 29-31, 2024)**. This workshop further broadened my understanding of the ever-evolving digital marketing landscape, equipping me with the latest tools and trends.

While my **Bachelor of Arts in Journalism and Mass Communication** equipped me with exceptional communication and storytelling skills, my true passion lies in leveraging these abilities to navigate the dynamic world of international business. This **Master's program in International Management, Marketing, and Entrepreneurship** perfectly bridges the gap between my creative background and my desire for a strategic business career. The program's focus on learning outcomes like market analysis, global brand development, and venture creation aligns perfectly with my aspirations to work in the international marketing or entrepreneurial arm of a multinational corporation like **PepsiCo or Mercedes-Benz**.

My decision to pursue this **Master's program at Otto von Guericke University Magdeburg (OVGU)** stemmed from a combination of its academic excellence and its focus on practical application. **OVGU's** strong reputation in engineering, natural sciences, and economics, coupled with its interdisciplinary approach to business education, resonates deeply with my desire for a well-rounded understanding of the global market. Furthermore, the program's emphasis on real-world projects and industry collaborations aligns perfectly with my goal of gaining practical experience alongside theoretical knowledge. I believe **OVGU's** vibrant international student community and its location in a dynamic city like Magdeburg will provide an enriching environment to learn, network, and develop my intercultural communication skills.

**Germany's** position as a global economic powerhouse, coupled with its reputation for innovation and technological advancement, makes it an ideal environment to launch my international business career. Germany's strong focus on research and development, particularly in areas like renewable energy and automotive engineering, aligns with my interest in working for a company at the forefront of positive change. Additionally, Germany's central location in Europe provides a unique opportunity to gain exposure to diverse markets and cultures, further enhancing my understanding of the global business landscape.

Following reasons are why **I chose OGVU** for my postgraduate education:

- **OVGU's** ranking within Germany (46-48th) reflects its commitment to top-notch education, which is crucial for my development as a future business leader.
- The **IMME** program's focus on "**research-oriented structure**" aligns with my desire to learn from cutting-edge research impacting the international business landscape.
- The program's emphasis on "**internationally-focused modules**" directly addresses my goal of working within multinational corporations.

**Anticipating to join your esteemed program. Thank you for considering my application!**

Sincerely,

**Ushmeet Kaur Soni**