

STATEMENT OF PURPOSE

Ever since diving into the world of business in 2021 with my Bachelor of Management Studies, I've been fascinated by the power of marketing. It's the engine that ignites consumer interest, shapes brand stories, and ultimately drives success. This passion for the field is what compels me to apply for the MBA Marketing program at the University of Cologne.

My academic journey began in April 2018 with the Senior School Certificate Examination, where I achieved a score of 71.60%. I continued my studies at the Maharashtra State Board of Secondary and Higher Secondary Education, scoring 86.17% in the Higher Secondary Certificate Examination (Class 12th) in March 2021. Currently, I'm pursuing a Bachelor of Management Studies at the University of Mumbai (since August 2021). My strong academic performance is reflected in my CGPA of 9.62 (German equivalent: 1.19) till the 5th semester, showcasing my ability to excel in subjects relevant to marketing, such as Introduction to Financial Accounts, Business Law, Principles of Marketing, Business Environment, and Consumer Behaviour. I'm on track to graduate in October 2024.

My academic achievements extend beyond coursework. I was awarded a Certificate of Merit for securing second place in my Sophomore year (S.Y.B.M.S) during the 2022-2023 academic year. Further demonstrating my interest in marketing, I participated in an "Intercollegiate Research Paper Presentation Competition" in February 2023. My research, titled "A Comparative Study of Youngsters' Preferences towards Consumption of Fast Food and Homemade Food After COVID-19," explored the evolving eating habits of young people. Additionally, I received a certificate of Excellence in the "ReAlumni Foundation" program at Real Academy in July 2022, showcasing my commitment to continuous learning. To enhance my professional skillset, I completed a seven-day online Student Development Programme on "E-Learning: Blackboard to Broadband" in June 2020. Most recently, in September 2023, I successfully completed an "Advanced Excel" course, earning an A grade and gaining valuable skills in data manipulation and analysis.

The robust foundation in business principles gained through my Bachelor of Management Studies has fueled a strong desire to specialize in marketing. Unlike other Master's programs, an MBA in Marketing equips graduates with not only advanced marketing knowledge but also strategic business acumen. This comprehensive skillset is crucial for navigating the dynamic world of marketing, where data analysis and consumer insights are key drivers of success. The program's focus on learning outcomes like brand management, digital marketing strategies, and campaign development aligns perfectly with my career aspirations. I envision myself excelling in roles like Marketing Manager or Brand Strategist at innovative organizations like Unilever or Adidas, helping them connect with consumers in new and impactful ways.

The University of Cologne's reputation for academic excellence immediately drew my attention. Consistently ranked among Germany's top universities, it offers a rigorous and internationally recognized MBA program. The program's emphasis on combining theoretical knowledge with practical application through case studies and industry collaborations particularly resonates with me. The diverse and multicultural environment at the University of Cologne fosters a global perspective, which I believe is essential for success in today's interconnected business world.

Germany's position as a powerhouse in the European economy, coupled with its reputation for innovation and technological advancement, makes it an ideal location to further my studies in international business. The country's strong emphasis on research and development fosters a dynamic business environment, while its central location within Europe provides unparalleled access to diverse markets. Additionally, Germany's rich cultural heritage and focus on sustainability deeply resonate with me, offering a chance to broaden my horizons both personally and professionally. Studying in Germany will not only equip me with the necessary skills but also immerse me in a vibrant and multicultural environment, allowing me to develop a deeper understanding of the global business landscape.

Following are the reasons why I chose University of Cologne for my MBA in Marketing:

- The program's focus on practical application through case studies and business projects with companies directly aligns with your desire to gain real-world marketing experience.
- The program offers a deep dive into marketing fundamentals like brand management, customer management, and digitization, perfectly complementing your business foundation and preparing you for a well-rounded marketing career.
- The University of Cologne's WiSo Faculty's #4 ranking in Germany for Business Administration (ARWU 2023) and the Business School's placement at #75 in the Financial Times European Business School Rankings 2020 solidify the program's reputation for excellence.

I am eager to become a part of the community and I am looking forward to your response.

Regards,

Sakhi Satam