**Statement of intent**

Applying for the **Master in International Marketing and Sales** degree at prestigious **FH Münster University of Applied Sciences** is me, Ashish Arunkumar. This letter is to convey my great drive and honest desire in following this path at your esteemed university. The chance to continue my study in an area I am enthusiastic about and to surround myself in a lively academic atmosphere supporting both personal and professional development excites me.

With a **CGPA of 7.30 (German Grade 2.35)** on 16 April 2024, I recently finished my **Bachelor of Commerce** from Bengaluru Central University. Over my academic career, I regularly maintained good marks on my pre-university test on April 16, 2019 and **76.64%** on my secondary exam from the Karnataka Secondary Education Examination Board, India). Having studied disciplines such Financial Accounting, Business Dynamics & Entrepreneurship, Modern Marketing, and Business Data Analysis academically gives me a good basis in business principles and marketing tactics.

Apart from my intellectual success, internships have given me invaluable practical experience. Working on a human resource project, I **interned at Aaron Batteries, Vibgyor Power India Pvt. LTD** from 15/05/2022 through 06/06/2022. This experience helped me to acquire fundamental communication, teamwork, and problem-solving skills as well as to grasp the pragmatic side of corporate operations. These encounters have stoked my love of sales and marketing, and I am excited to keep honing my abilities in these spheres.

**Undergradually, I became quite interested in marketing and sales, especially in terms of customer behavior and market dynamics.** My classes in Modern Marketing and Business Data Analysis let me investigate these topics closely. Furthermore, my internship gave me insightful knowledge of the pragmatic sides of corporate operations. I think the Master in International Marketing and Sales program at FH Münster will help me to expand on this basis and acquire sophisticated knowledge and abilities necessary for a successful career in this field. :

**FH Münster University of Applied Sciences appeals to me for study because of its rigorous practical learning emphasis and well-organized courses.** Along with the chance to select elective courses, the program's focus on key marketing and sales topics in the first two semesters will help me to match my study to my job objectives. The third semester's semester abroad or international project excites me especially since it will give me important worldwide exposure. Strong research emphasis of the institution and partnerships with business leaders will also give me a stimulating learning environment and access to the most recent advancements in these domains.

**Germany's excellent educational system which is well-known worldwide for its quality is the reason I wish to study there.** Germany's pragmatic approach to education appeals especially to me since universities sometimes partner with businesses to give students chances to work on actual projects and acquire real-world experience. Immersion in the rich and varied German culture will open my horizons and enable me to cultivate a worldwide perspective. Germany's robust economy and lots of employment for recent graduates also make it a great location for me to begin my career in international marketing and sales.

**Following this degree,** I hope to land positions in prominent businesses or research labs as **marketing manager, sales consultant, brand manager, or market research analyst**. Germany is where I wish to learn since the field of education there is significantly better than in other places. The curriculum will provide me the tools, knowledge, and abilities I need to succeed in these positions. This degree will equip me with the tools and knowledge necessary for a successful career in international marketing and sales.

**Finally,** I am sure that the Master in International Marketing and Sales program at FH Münster University of Applied Sciences will provide me with the knowledge, abilities, and hands-on experience required to succeed in this fast changing area. My solid academic background, tenacity, love of marketing and sales, all help me to be ready to seize the chances and challenges ahead. The idea of attending your prestigious university and adding to the intellectual and professional society excites me.

**Sincerely   
  
Arunkumar Ashish**