**Statement of Intent**

Having the chance to compose my statement of intent excites me. Allow me to introduce myself as Indian national **Sinchana Kashyap.** The decisions and actions I do in the modern world of today are much shaped by marketing and sales. I choose to follow the **Master of International Marketing and Sales program from FH Münster University of Applied Sciences** in order to increase my expertise in the sector. This program focuses on sales strategies, marketing tools, and worldwide business practices.

**With its rich educational legacy and energetic culture, Germany is the perfect place for my dreams of higher study.** My intellectual interests are intimately related with the modernity of education that rules this nation. It boasts good educational standards and lots of resources. Among the main reasons I choose Germany as my favourite educational location are industry exposure, modern infrastructure, and practice-based courses. Studying in Germany will expose me to many aspects of practical learning, which will improve my education and equip me to tackle the demands of the outer world. Today's focus is on skill and research-based education; this is what German institutions most definitely reflect. Though I have only mentioned a few crucial factors that drove me to select Germany over other countries, overall the reasons for my decision are endless.

**After performing extensive study, I came onto FH Münster University of Applied Sciences while looking for the appropriate institute.** First of all, the curriculum and its flexibility let students choose courses from a wide range of possibilities. Experiential learning gains fresh dimensions from the modern facilities and the varied peer group with students from several nations. Highly qualified, experienced, and driven teachers who are passionate about not only imparting knowledge but also giving students a practical and fulfilling learning experience guide the courses offered at this university. Apart from that, the university gives more industry experience to keep me updated about the present explosive trends in the area. Furthermore, the vibrant and varied community of this university really caught great attraction. At this provider, I will acquire a globally known degree that will open fantastic future opportunities. The university's well-organized curriculum, which provides insight into the most contemporary trends and technology, most impressively stands out. These thus are the factors guiding my choice of this educational provider.

Regarding my academic history, I finished my Class 10th from CBSE in Delhi, India, in March 2018 with a **90% (German Grade: 1.4)** and my Class 12th in March 2020 with a **96.5% (German Grade: 1.1).** With a **CGPA of 8.81 (German Grade: 1.5),** I recently graduated from Christ (Deemed to be University), Bengaluru, India, with a **Bachelor of Commerce** with a concentration in Banking and Insurance. For studies abroad, English language competency is almost a must. With individual scores of Listening: 8.5, Reading: 7.5, Speaking: 8.5, and Writing: 6.5, my **overall IELTS exam score on July 25, 2024, was 8.0 (C1 level).**

Along with my studies, I worked in the **CP Sales Department of Godrej Properties Limited in Mumbai, India,** from June 2023. Among my duties were channel partner screening and networking as well as using alliances to meet sales goals. In the Department of **Finance & Accounts at Apollo Hospitals in Bangalore, India,** where I interned, I learned vouching, data entry, and document verification firsthand. I also **interned at AGE19 Enterprises in Uttar Pradesh, India**, where I worked in social media marketing, brand research, customer experience studies, report writing, and advertising. Participating in many **seminars and extracurricular events,** like Christ University's Introductory workshop on **Corporate Soft Skills and Digital Skills**, has helped me to be ready for the demands of the field.

**Because of its worldwide viewpoint and methodical approach to learning, the Master of International Marketing and Sales program at FH Münster University of Applied Sciences appeals to me.** There are four semesters to the program, each with a particular emphasis building on the next one. The course includes key marketing and sales subjects in the first two semesters, which are absolutely vital for laying a firm basis. Having studied commerce with a focus in banking and insurance, this methodical but all-encompassing approach seems logical in my academic path. The third semester, when students have the choice to either study abroad or work on an overseas project, fits really nicely with my aim to get worldwide knowledge and grasp of various market dynamics. Either working on an overseas project or studying at a partner university abroad would provide me priceless real-world experience. Apart from that, the fourth semester concentrates on the Master's thesis following a research conference. This arrangement guarantees that I will be ready to address challenging research subjects something I really want. Writing the thesis overseas additionally presents an additional degree of thrill and learning chances.

**Since this curriculum exactly fits my future goals,** I am quite driven to follow it. My dream job would be one of International **Marketing Manager, Sales Director, or Business Development Manager.** This curriculum will equip me with the information and abilities needed for these positions, therefore enabling me to flourish in the worldwide market. After finishing my studies, I want to work in Germany since the nation presents lots of employment in the sectors of marketing and sales. Germany's solid economy and varied employment market make it the perfect location for me to start my career.

**Ultimately,** because to my solid academic background, real enthusiasm for the field, and practical experience, I think I am the best candidate for the Master in International Marketing and Sales program at FH Münster University of Applied Sciences. Participating in the campus community and maximizing the chances present excites me. This program will definitely give me the knowledge, abilities, and experiences I need to reach my professional objectives. I appreciate your time and regard.

**Sinchana Kashyap**