

Motivation Letter

Aathira, Santhosh here is writing to indicate my intention to get admitted to **FH Münster University of Applied Sciences for the Master in International Marketing and Sales**. Having built a solid basis in business and trade from my academic and professional activities, I am eager to expand my knowledge and improve my abilities in the fields of marketing and sales. I think FH Münster University of Applied Sciences provides the ideal surroundings for me to fulfill my professional and academic goals.

After graduating in October 2023 from Bangalore University, Bangalore, India, with a **CGPA of 8.78—equivalent to a German grade of 1.6**—I finished my **Bachelor of Commerce**. Before, I finished my 12th grade in April 2019 from the Department of Pre-University Education, Government of Karnataka, and India. In June 2017, my ten-grade result was an **8.8 CGPA (German Grade: 1.5)**. After passing the **IELTS** in February 2024 with a **6.5, which falls under B2 level**, Showcasing my English, my individual scores were Listening 7.0, Reading 6.0, Writing 6.5, and Speaking 6.0. Reflecting my commitment to learning new languages and cultures, I also finished the **Goethe Zertifikat A1 in June 2024 with an 80/100 total**.

Apart from my intellectual success, I have acquired useful work experience. Since July 2024, **Capgemini Technology Services India Limited, India**, has had me working as a **Process Associate**. Among my duties are data management, process execution and optimization, and quality assurance. Previously, from February 2023 to September 2023, I worked as a **Procurement Professional at Alchemy Techsol India Pvt. LTD., Bangalore**. There I handled vendor data maintenance and purchase order changes. These positions have given me a strong basis in process optimization and data management. Along with other extracurricular activities, which have expanded my viewpoint and skill set, I finished a **German language A1 course** from Speakeng India and the **Employability Skill Development** Program run by Mahindra Pride Classroom. I also helped out at HSR Layout and MG Palya during the **National Pulse Polio Program**. Several certifications, like **SAP FICO**, have also helped me to deepen my knowledge and abilities.

Why Master of Sales and International Marketing? The Master in International Marketing and Sales program at FH Münster University of Applied Sciences appeals especially to me since it provides a complete course covering important subjects including consumer behavior, sales management, and international marketing techniques. Working on different procurement projects during my internship at Alchemy Techsol piqued my interest in marketing and sales. This encounter helped me to see how crucial good marketing and sales techniques are to propel company growth.

The FH Münster curriculum will provide me with the theoretical knowledge and useful abilities required to handle actual marketing difficulties. The chance to work on projects that will equip me for a successful career in marketing and sales and learn from seasoned instructors excites me about other students. Selecting subjects in fields including digital marketing, brand management, and market research will enable me to stay current with the newest trends and practices and deepen my knowledge of the discipline.

Why Germany? Germany's stellar reputation for excellent education and strong focus on research and invention inspire me to apply here. Since the field education in Germany is far better than elsewhere, I plan to remain here. I wish to be among the rich German culture, diversity, and good exposure. Germany was my choice for my master's degree since it presents lots of chances for both personal and professional development. Studying in Germany will help me to develop both personally and professionally since it will let me learn from a varied set of people and acquire understanding of several points of view. Germany's robust economy and dedication to sustainability captivate me since they fit my values and professional objectives.

Why FH Münster University of Applied Sciences? Renowned for its research and high caliber instruction, FH Münster University of Applied Sciences is among Germany's best universities. Comprising more than 15,000 students, the university provides modern facilities and a conducive study atmosphere. Highly experienced and full of knowledge, the FH Münster faculty members offer to the classroom The university offers lots of chances for internships and professional development as its location in a city renowned for its technological industry presents.

Having a friend who is presently enrolled at FH Münster, their great experiences have inspired me even more to apply. The university is the perfect place for me to work on my master's degree because of its solid business ties and emphasis on practical education. The research centers and projects on marketing and sales particularly pique my curiosity since they will give me insightful analysis and practical knowledge.

After finishing the Master in International Marketing and Sales, I want to work in sales strategy, marketing management, or brand management. This curriculum will, I hope, provide me the tools I need to succeed in these positions. Eventually, I want to work so I may help multinational companies flourish. The curriculum will also equip me for leadership roles, thereby enabling me to benefit the companies I deal with.

In summary, I believe that intellectually and professionally the Master in International Marketing and Sales at FH Münster University of Applied Sciences will be quite advantageous for me. Encouraged by the demanding academic calendar of the program and the first-rate university facilities and surroundings, I will be ready to shine in the fields of marketing and sales. I value your giving my application some thought. The chance to fulfill my professional goals and add to the intellectual community at FH Münster excites me.

Sincerely,
Aathira, Santhosh