Letter Of Motivation

I would like to introduce myself as Alisha Sunil Rodrigues, an Indian citizen who caught interest in understanding and applying marketing principles to drive business success. The purpose of this letter is to outline my motivation to pursue a **Master’s in International Marketing and Sales at FH Münster University of Applied Sciences.**

To demonstrate my language proficiency, I have successfully completed 15 years of education **in English and have passed the German A2 Level exam with an overall score of** 70/100. This includes scores of 21 in Speaking, 20 in Writing, 15 in Reading, and 13.75 in Listening.

I want to study in Germany because it is home to some of the world's best universities and research organizations that offer exceptional knowledge and practical skills in marketing. I believe that the German education system, known for its high standards and quality, will ensure that I obtain a world-class education that is respected around the world. Moreover, I want to immerse myself in the diversity and rich culture of Germany, which I believe will broaden my perspective and enhance my personal and professional growth. On top of that, Germany's strong economy will offer me an international student the opportunity to transition into the workforce after graduation.

The practical approach to teaching at FH Münster University of Applied Sciences is well-known to me. I will benefit from opportunities to contribute to industry collaboration and real-world applications. This is exactly what I seek for my learning style and professional goals. The institution provides also top-notch resources and facilities, including up-to-date labs and research centers, which further creative thinking in teaching and learning.

As a student who is currently pursuing a Bachelor of Arts in Economics and Commerce at St. Xavier’s College, Mumbai, India, my academic background has provided me with a solid foundation in subjects such as **Cost Accumulation Accounting, Advanced Microeconomic Theory, and Human Resource Management**. I have also completed my Higher Secondary Certificate Examination with a grade of 83.83% (German Grade: 1.75) and my Secondary School Certificate Examination with a grade of 85% (German Grade: 1.69).

My academic journey includes several significant projects and extracurricular activities. I have successfully received a certificate of appreciation for participating in A1 Snehanjali, an Assisted Living Elder Care Home at Silver Innings. Additionally, I have developed technical skills in Word, Excel, PowerPoint, and Canva. My hobbies, such as investment, traveling, writing, and reading books, reflect my diverse interests and my passion for continuous learning.

The Master of Arts in International Marketing and Sales program at FH Münster University of Applied Sciences is ideal for my motivations because it covers important topics such as **Consumer Insights, Strategic Marketing, and International Sales Management**. From this curriculum, I intend to gain a comprehensive understanding of advanced marketing principles, including **process optimization, production planning, and supply chain manageme**nt. I am also looking forward to learning how to use contemporary tools and technologies in marketing applications.

Upon completion of this program, I want to work as a marketing manager at a major firm, where I can use my skills to drive business success and promote innovation. In the long run, I hope to take on leadership roles in the sector, contributing to strategic decision-making and helping organizations achieve sustainable growth. Working in Germany will also provide me with good exposure and opportunities for professional growth.  
  
Thank you for considering my application. I am excited to contribute my academic background, practical experience, and enthusiasm for marketing to FH Münster University of Applied Sciences.

Sincerely,   
Alisha Sunil Rodrigues