

Statement of Purpose

My name is Sadia Islam, and I am writing to express my strong interest in the MSc Business with Marketing Management program at Northumbria University London for the September 2024 intake. My academic journey began with a Bachelor's degree in English from Begum Badrunnessa Government Girl's College, affiliated with the University of Dhaka. My undergraduate studies honed my critical thinking and communication skills, which I believe are crucial for success in business (CGPA: 2.52 out of 4.00, equivalent to 55 percent). I further developed my academic foundation with a Higher Secondary School Certificate in Humanities and a Secondary School Certificate. Since October 2017, I have been gaining valuable experience as a Sales Associate at Aarong, a prominent Bangladeshi company. This role has fostered my communication, interpersonal, and problem-solving abilities. Engaging with customers and understanding their needs has provided a firsthand perspective on consumer behavior and market trends, igniting my passion for marketing.

The United Kingdom's reputation for academic excellence, innovative teaching methods, and diverse cultural tapestry makes it an ideal destination for my postgraduate studies. However, I am particularly drawn to Northumbria University London's campus situated in the heart of London. This location offers unparalleled access to renowned firms, government institutions, and historical landmarks, fostering invaluable networking opportunities, internships, and practical exposure to international business.

The MSc Business with Marketing Management program at Northumbria University London perfectly aligns with my career aspirations. My experience at Aarong has fueled my desire to delve deeper into the field of marketing. This program's focus on both strategic business practices and marketing principles equips graduates with a well-rounded skillset, making them highly sought after in the job market. The curriculum, with modules like Fundamentals in Management and Marketing Analytics, directly complements my English degree by providing a strong foundation in business strategy and data analysis, both of which are crucial for effective marketing campaigns in today's digital landscape.

Northumbria University London's program stands out due to its emphasis on practical applications and industry connections. The opportunity to learn from experienced faculty who are subject-matter experts and collaborate with a diverse student body excites me. This program will equip me with the knowledge and skills necessary to thrive as a leader in the international business arena, specifically focusing on marketing and business development.

Upon completing this program, I envision myself returning to Bangladesh and contributing to the nation's ever-evolving marketing landscape. My goal is to secure a marketing manager position at a prestigious organization like Square Group, Beximco, or Aarong. Armed with a comprehensive understanding of consumer behavior, market trends, and strategic marketing principles, I aim to significantly influence brand awareness and propel organizational growth. My ultimate objective is to lead creative marketing initiatives that resonate with a broad range of

customers, leveraging my particular interest in market research, brand management, and strategic planning.

My decision to pursue the MSc Business with Marketing Management program at Northumbria University London is driven by a desire for academic excellence, professional advancement, and a truly enriching experience in the heart of London. I am confident that Northumbria University London offers the perfect environment for me to develop the necessary skills and knowledge to become a successful marketing leader. I am eager to contribute to the vibrant university community and believe Northumbria University London is the ideal springboard to launch my international business career.

Thank you for considering my application.

Sincerely,

Sadia Islam