**STATEMENT OF PURPOSE**

**NAME: Surya Mulla Suresh**

**COURSE: MSC (DIGITAL MARKETING)**

**UNIVERSITY: Northumbria University London Campus**

I am **Surya Mulla Suresh**. Currently living in KERALA, INDIA. I was born on 08/11/1995. I have completed my high school education (10th) and higher secondary education (12th) from KERALA BOARD OF SECONDORY EDUCATION. I have done B.E. Computer Science And Engineering. Now I wish to pursue my advanced studies in **MSC (DIGITAL MARKETING)** in your University.

I am interested to pursue **Northumbria University London Campus** **MSC (DIGITAL MARKETING)** because **Northumbria University London Campus** dynamic, energetic and innovative. The university offers a wide range of undergraduate and postgraduate programs, including those in business, engineering, health sciences, law, arts, and social sciences.

Northumbria University has gained recognition for its commitment to research and academic excellence. It is also known for its strong emphasis on employability, with many programs designed to prepare students for the professional world.

The university has modern facilities, including well-equipped classrooms, laboratories, libraries, and recreational spaces. The campus provides a conducive environment for learning and collaboration. Northumbria University is actively involved in research across various disciplines. Students, particularly at the postgraduate level, may have opportunities to engage in research projects and contribute to academic advancements.

Many programs at Northumbria University, especially those related to business and management, often have an international focus, preparing students for careers in a globalized world. The university typically offers a range of support services, including academic advising, career counseling, and personal well-being support. Northumbria University attracts students from around the world, fostering a diverse and international student community.

Digital marketing is a rapidly evolving field with its own unique strategies, tools, and platforms. An MSc program can provide me with in-depth knowledge of digital marketing concepts, techniques, and best practices. With advanced qualifications and specialized skills, I may be eligible for higher-paying roles within the digital marketing field. Many employers are willing to offer competitive salaries to candidates with advanced degrees and relevant experience.Companies specializing in digital marketing services, such as WATConsult, Webchutney, iProspect India, and many others, often hire digital marketing professionals for roles in SEO, SEM, social media marketing, content marketing, and analytics with an expected package of 20 to 25 lakhs per annum**.** I did my exploration and decided to pursue my **MSC (DIGITAL MARKETING)** program from one of the top university in the United Kingdom. I feel that **Northumbria University London Campus** will be the right place for the coming step of my future. The university has lots of transnational scholars and the subjects’ tutored for this particular course is what I was looking for. The **MSc (DIGITAL MARKETING),** which is tutored by **Northumbria University London Campus,** has more advanced ways and training. The qualifications from this University are honored encyclopedically; that would make me incontinently exploitable on scale. I set up that the University is also known for its great installations and will be the ideal place for me to pursue my farther studies. Interacting with the stylish minds of the world will be an enriching experience and this will goad me on, to being the veritably stylish in my field. I feel that  its rich mix of competent faculty, violent class, and cherished history of success would be the ideal place to shape my career. And also the modules they providing are quite interesting like Marketing Metrics and Analysis, Research Methods and Analytics for Business Practice, Strategic Marketing in the Digital Era, The Digital Customer Journey: Data, Profiling and CRM, Developing Leadership Capability for Professional Practice and so on. In this I am attracted to the module named Strategic Marketing in the Digital Era because in this module I will learn to appreciate the role of a strategic manager of a modern day manufacturing and sales business in the context of an increasingly digitalized consumer-environment. I will be introduced to Marketing at a strategic level of a business, and understand how marketing decisions are made in the context of other essential business functions; i.e. financial planning, operations and supply chain management, and human resource management. In addition, I will learn to appreciate the digital nature of modern day business operations and marketing strategy.

Charges for this course in India is around original to in the UK, and in the event that I pick UK, the preferred position I get is, I'll have the option to encounter the UK, its extraordinary culture and heritage. Also, the following thing is, I'll get the considered abroad status, which is viewed as commodity exceptional in our nation. Every one of these effects made me select UK as the favored ideal for doing the course. The customary shoes and the empirical heritage of this nation had an enduring effect on me. And also to I chose London campus because London is one of the most culturally diverse cities globally, with people from all corners of the world living and studying there. This multicultural environment provides opportunities for exposure to different cultures, perspectives, and experiences, enriching your educational journey and broadening your horizons.

Of the other countries I choose UK. UK’s universities conduct practical in addition to theory which is another advantage. Apart from this I always admire UK for its diverse culture and friendly environment which attracts international students all over the world. The UK education system is flexible, so I can study in a way that suits my lifestyle and career aspirations. When I study in the UK I can meet people from different nationalities, sharing their backgrounds and discovering new perspectives. The UK institutions consistently rank among the best in the world and qualifications are internationally valued and recognized. I do believe the ranking really matters in overall quality of education. UK institutions offer flexibility of choice and enable you to blend academic courses of my choice. The teaching and study methodology used in the UK give me the freedom to be creative and develop skill sets and confidence. As a student, I have opportunity to be taught by the world's leading academic experts; I’m also benefited from their constant academic support.UK degrees can be tailored to student interests and often include specialized modules. The UK is the home of English hence an ideal place to develop language skills and enhance employment prospects. When I take this under consideration universities of the UK are better options. The UK also has a reputation for world class research. UK education degree and qualifications are recognized by employers and academics worldwide. Students get the opportunity to develop the skills knowledge critical thinking and connections to drive forward their carrier. The quality assurance agencies are an independent body in the UK that regularly accesses the education standards of all universities and college throughout the country. It is also considered as one of the safest places for the students study.

Hence, I request you to kindly grant me an admission to negotiate my dream for a study in **Northumbria University London Campus** UK which can latterly lay a proper foundation for my future. I hope you'll help to realize my dream.

**Thank you,**

**Surya Mulla Suresh**