**STATEMENT OF PURPOSE**

**UNIVERSITY OF BRADFORD**

**MSC MARKETING AND MANAGEMENT**

**Introduction**

I would like to introduce myself as NAVNEET KAUR GILL; I currently hold a valid Indian passport bearing passport number U8401938. I hail from Punjab, India. Through this statement, I want to express my interest in the course **Msc Marketing and Management** at your Prestigious University. Academically I am a very bright student and a very active candidate throughout my career as well. I am a career-oriented woman and I always strive to achieve something better with each passing day. I am fortunate enough, that I have a supportive family, who has been always motivating me for the decision I have made in my life. As far as my education is concerned, I finished my Matriculation in 2012 from PSEB and scored 72.53%. Then I completed my senior secondary education in the arts stream in 2015 from PSEB Board and scored 79.11%. I took admission in bachelor and completed the degree in BA in May 2018 from GNDU. After completing my graduation I wanted to work in my field so I started looking for job options and after a struggle and giving many interviews, I got an opportunity to work with **BITTU PHOTO STUDIO** as an **OFFICE ADMINISTRATOR** from 08/2018 to Till Date.

I further wish to gain as much knowledge as possible in my field by doing further studies internationally so that I can get international exposure which will benefit me in my career growth in India, as a person with international knowledge has broader solutions to a problem and widens the thinking process.

So, I decided to take my career to the next level in education and I decided to upgrade myself with an international master’s degree which would broaden my views and ways of thinking by experiencing different cultures. It will benefit me by providing future career opportunities and more life experiences and personal connections and provide an alternative academic experience while earning credits towards graduation. Pursuing a degree overseas signals employers I have courage, flexibility, cultural awareness, and an understanding of how other people work and think. This experience will put me ahead of the pack when it comes to internships and job applications.

I started to research and after spending a month of months on research to find the right international country with right education provider and with the positive mind I made my decision to study the UK and further also did research to find right institute in the UK only, then I started exploring, which course will be suitable for me, keeping in mind my previous studies and my future plan. Then I decided to go for **Msc Marketing And Management** from**University of Bradford, UK.**  I chose this program after knowing the benefits of doing this. It was very clear in my terms that I want to explore higher study options in this sector only. Through this course, I will enhance my understanding of the business aspects

**Why the United Kingdom**

It truly requires research and the right sort of exertion where an understudy is to discover a choice where he is fit socially and monetarily. I began my hunt to follow impeccable worldwide investigation goals from UK, Australia, and Canada. At that point, subsequent to looking at those nations on different parameters like their expense of training, cost of a vacation, climatic conditions, the versatility of the induction, and the visa criteria, I picked the UK for my higher investigations. In the UK where I found that useful and theoretical sections of the course being offered at different colleges and are fascinating. The UK is truly outstanding and created nations for universal understudies to do their higher examinations. Concentrating in the UK gives universal qualities just as a multicultural condition. The UK is a world pioneer in different territories of training including, science, business, building, and the board, law, and money, and craftsmanship. The UK additionally offers a widely acclaimed instruction framework to their understudies with capabilities that make a genuine decent variety to my future profession. The degrees are all-inclusive perceived and the nation offers understudies with cutting edge strategies. Besides, it is a protected nation and its climate conditions will be appropriate to me. UK colleges have global notoriety and are generally known for their greatness in every aspect of instruction, preparing, educating, and investigation.

**Why I chose University of Bradford**

I choose **University of Bradford** for my higher Study. It provides affordable quality education, offers a number of courses. I decided to pursue the course Msc marketing and management at **University of Bradford**, UK after spending a lot of time on the University website and finding out about the details of this course. I read reviews of this course by students who are already enrolled in this course and found out how the students think that the open learning environment at the University, supportive and approachable teachers, and many factors that students decide to pursue this course at **University of Bradford**. This university also provides me with a well-justified reputation for its excellence in teaching and research.

This university has an excellent global reputation. The course delivered by the university is highly progressive and provides employability opportunities for international students.

**Reason for choosing Msc Marketing And Management**

I decided to upgrade myself with an International Master degree, with that degree I will get international exposure which becomes a huge benefit factor when I think of my career in a long-term perspective. Then I have taken up a decision to pursue the course **Msc Marketing and Management**. I chose this program after knowing the benefits to doing this. It was very clear in my terms that I want to explore higher study options in this sector only. This course will develop my skills and knowledge to understand the environment of management sector and I will get to know the essential technical skills to hold a good managerial position. The range of the courses at this university is having a broad range from international education, cultural diversity, language education, ICT and E-learning, curriculum studies and leadership.

**Modules:**

* [Strategic Management](https://www.bradford.ac.uk/repos/modules/2021-22/sib7501-b.php)
* [Marketing Planning and Strategy](https://www.bradford.ac.uk/repos/modules/2021-22/mar7501-b.php)
* [Operations Management](https://www.bradford.ac.uk/repos/modules/2021-22/oim7503-a.php)
* [Business Economics](https://www.bradford.ac.uk/repos/modules/2021-22/afe7504-a.php)
* [Consumer Behaviour and Insights in the Digital Age](https://www.bradford.ac.uk/repos/modules/2021-22/mar7510-b.php)
* [Digital Marketing, Campaign Planning and Analytics](https://www.bradford.ac.uk/repos/modules/2021-22/mar7511-b.php)

**Career Outcomes**

After the completion of my course, I will come back to my home country with quality education and work experiences to my professional career in my field. A degree from a reputed college and relevant experience in the UK will definitely help me to get a good job in India. International Experience will definitely act as advantage to my future career. There are endless job opportunities that I can avail in both private and public sectors after pursuing this course. I have also checked on internet and different jobs portals like naukri.com,

time’s job, monster.com and some of are available within marketing, HR, finance, information systems, strategic management, retail, manufacturing, management consultancy, international banking and in the commodities markets. This program has a wide range of career opportunities in these firms like; Business Analysts, project managers, management consulting, Brand manager, Social media specialist, Marketing manager, Market research analyst, Management Analyst/Consultant, Business Analysts, project managers, management consulting, finance and diversified industry, accounting, information and knowledge management, human resource management, finance and diversified industry etc. Many national and multinational companies recruit the employees in this field like; Nestle, Hindustan Unilever, Tata Group, Citi Group, Procter &amp; Gamble etc.

I hope that you will find my profile genuine and will grant me the chance to study at the much-esteemed University. I strongly believe that it will be immensely yielding for me to have a foreign education in the business field from UK soil, which will mount my professional career to new heights and will provide me greater leverage to the rest of the flock. I look forward to more prosperity in my professional life after completing this course. I can be able to serve my society and country through this qualification in a better way.

**Thank you**

NAVNEET KAUR GILL