## STATEMENT OF PURPOSE

## BATH SPA UNIVERSITY

**MA MARKETING AND BRAND MANAGEMENT**

I would like to introduce myself as **Puneeta Sharma,** belongs to well reputed family and born and brought up in Punjab. I am very focused and hard working person and love to face challenges in my life. My passport number is U1331328. I was born on June 29, 1991. I graduated from Guru Nanak Dev University with a bachelor degree in business administration in 2012 and a master degree in business administration (hons) financial services in 2014. After finishing my education, I prepared for government employment examinations abut unfortunately I could not get the seat due to high cut off. I was totally broken and disappointed. I squandered two years looking for a government job. Without wasting any more time, I conducted interviews and was eventually hired as a Branch Relationship Officer at Axis Bank, where I have worked since December 2016 and am still employed. Working there has been a fantastic experience, and I have gained a lot of skills and information.

While surfing on the internet, I checked out the various countries and finalized to study UK for my further studies because UK is the only country which provides master’s degree of one year only and along with the education, I’ll be highly skilled with professional skills and industry based knowledge.

**REASONS TO CHOOSE UK**

It’s not an easy task to choose a foreign country for my higher studies, especially when I have beautiful other options to choose from; **UK**, **Canada** or **Australia**. But it’s not just choosing one country over another based on my likes and dislikes but based on proper research that I have done before. I wanted a real transform for myself and for my career outlook, it was really necessary to think of the advantageous options. Out of these options I chose **UK** as my study destination on the basis of my budget, admission requirement of the universities in the countries, immigration and visa policies, education structure and grade systems, living expenses and climatic condition. Moreover, UK is known for the standard of living it offers.  I believe that going by the theory does not help a student in the longer run. Whereas a student who studied internationally is trained according to the market requirements and by the end of the course the person is made career ready.

**REASONS TO CHOOSE BATH SPA UNIVERSITY**

I choose **Bath Spa University** for my higher Study. It provides affordable quality education, suitable weather and offers number of courses. It has a reputation for high quality education closely linked to Employment. It aims to inspire the students to become innovative professionals. The university offers support services. The university is developing a rich and diverse community. The learning environment at University is modern and supportive. This university is known for its excellent teaching framework. It offers flexible education. The graduates of this course are able to enter upon careers in the specialist field. This university made a relief impact on me because of the warm and friendly environment they offer and which is visible through their website also. I was quite impressed by the course structure of this university which was so systematic and placed as per my requirements. The range of the course at this university is having a broad range from international education, cultural diversity, language education, curriculum studies and leadership. This University has world-class facilities, accommodation, Library and support services and goes beyond my course with wide range of groups and activities. It is dedicated to excellence in the delivery of higher education.

**WHY I CHOSE MA MARKETING AND BRAND MANAGEMENT COURSE**

Bath Spa University's MA Marketing and Brand Management program will give me with the knowledge and practical experience that businesses require in today's ever-changing business climate. It will allow me to expand my professional networks while also giving me hands-on experience with the parts of marketing and brand management that are most relevant to your chosen career path. I'll mix bespoke marketing and brand management classes with a variety of more general business and management topics during the course. I'll also have the opportunity to generate a significant body of work in marketing and brand management that is relevant to the industry. This course assists in the professional development of practitioners who can work in or around marketing and brand management in a variety of areas, utilizing a diverse set of skills and expertise. I will expand my marketing and brand management knowledge and competence on both a theoretical and practical level, based on my own experience and background. I'll discuss contemporary critical arguments regarding marketing and brand management as a field of study, as well as current difficulties for best practice in the face of social, political, and economic change.

**CAREER OUTCOMES**

After successful completion of my course, I will also gain sufficient knowledge and practice to kick starts my career in this industry. This professional education will prepare me to stand out of crowd and enrich my profile by unlocking top employment opportunities. This qualification enables me to settle down in my home country and give wings to my career. This program has a wide range of **career** **opportunities** and I will get job on a good designation like- **Business adviser, Business development manager, Digital copywriter, Event manager, Product manager, Publishing rights manager, Retail merchandiser, Talent agent, etc.**

A candidate with international experience and exposure will always be chosen over a person who only has a local perspective on things. Skilled employees with a degree are in high demand in India. After completing the course, gaining experience and returning to India, I will be capable enough to earn handsome salary package. In this way, I think I will be proficient in managing the events easily subsequent to finishing the course. This system will empower me to achieve my objectives and shape up my future appropriately. I wish to contribute to my country with the creative abilities that I have developed from the University.

**Thank You**

**PUNEETA SHARMA**