

Dear future students,

Please give your Statement of Purpose for studying at Master of Science programme in International Marketing and Management.

Please be specific as to why you chose this programme over other programmes available in the region and how this programme will contribute to your professional and personal development. Please be genuine and sincere and provide examples rather than general comments. Think of your values, passions, and aims. Please do not duplicate the information already available in your CV. Rather, please refer to the items in your CV and highlight how these events, qualifications, or experiences represent who you are today. Please feel free to refer to your hobbies or extracurricular activities if they illustrate your motivation to apply. Otherwise, please elaborate your academic or professional experiences (especially when you are coming from different fields of studies). The Statement of Purpose should be approximately 800–1,000 words.

As we read and discuss your Statement of Purpose, we pay attention to:

Your ability:

- to handle challenges,
- to assess your own potentials,
- to recognize opportunities.

Your interests:

- in a future career path,
- in a modern development in marketing area,
- in the international and/or global market.

ISM University of Management and Economics
Graduate studies
Admissions Committee