



SCHOOL OF  
ECONOMICS AND  
MANAGEMENT

# Master's programme in International Marketing and Brand Management

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## STATEMENT OF PURPOSE | YEAR 2024/2025

The statement of purpose is one of the most important, and challenging, elements of your application. It is your opportunity to stand out from the hundreds of other applicants to our programmes. Your statement of purpose needs to reflect who you are and why you would be an asset to the programme you are applying to. It should convince us that you have solid achievements behind you that show promise for your success in graduate studies.

Fill out the designated form fields and answer the questions on the following pages. You have a limited amount of space to express yourself, so use the **1 400 character limit** (including spaces) in each section wisely. We will consider your answers carefully in our admission process.

First name:

Last name:

Select specialisation within the programme you are applying for:

Strategies for Brands and International Markets.

International Consumer Trends, Brands and Innovation.

Application number (if unknown, provide your email address):

Name of the university and country, where you studied for your BA/BSc degree:

Expected date of graduation, if pending (YYYY-MM-DD):

If applicable, state your CGPA/cumulated grade point average *and* the maximum scale:

*Does not apply to students with a BSc degree from a Swedish university – we have access to your grades.*

Country/Region/University where this scale is used:

Q1: Why do you think that you are suitable for this programme and what do you think you can contribute with in terms of knowledge, analytical thinking and prior experiences?

Q2: What are your ambitions and hopes after graduating from this programme? Outline the challenges you think you will face and how you think that knowledge from this programme can support you.

Q3: What is the academic topic that you find most important within the content of the programme? What are the specific issues of that topic that you would like to develop more knowledge about?

Q4: Are there any other interesting qualifications you wish to draw to our attention, e.g. an unexpected previous academic perspective, a personal characteristic, or relevant work experience?

