**SAMPLE STATEMENT OF PURPOSE**

My interest in branding derives from a number of factors, including the fact that branding is a broader term than we realize, my university studies, my work experience, and traveling to different locations. We tend to assume brand is associated with companies only, but it can apply to everything. It is simple, the way you present yourself and what message you send to others can be considered as a form of branding.

I have seen firsthand how important brands are to modern companies and how different cultures have an entirely different opinion or understanding of some specific brand. I realized that brands are not just strategies that companies use to sell products and services. Branding means that everything deserves to have a name, to be recognized, and send the most positive message to others.

Although well-known, branding is largely misunderstood and my goal is to investigate everything it entails, but that is only possible with a well-structured management program. It is due to my desire to further the knowledge of branding that I am inspired to apply to the MSc Brand Management program. I have acquired work experience in brand development and marketing. Working in this field has created a solid foundation where I can build my knowledge.

Reasons I applied to this specific program include the fact it is ranked among the best business schools on the market, it utilizes the latest strategies and approaches to ensure students’ knowledge is up to date, and it helps students easily glide into the competitive business world. The program is challenging, it helps students think outside the box, and my previous academic and work experience has prepared me for every challenge of joining this study program.

 I held numerous professional positions while at the university and I also worked as an Assistant Manager at a Los Angeles-based retail company. My role was to monitor whether other employees comply with the company’s marketing strategy, oversee the implementation of sales goals, and submit reports to my supervisors on a regular basis. The environment was competitive and fast-paced, but it was also an eye-opening experience.

 This job position made me more independent, helped me understand my skills and develop new ones, and it showed me how marketing trends quickly change and affect brand or the way people perceive it.

 I am an ambitious individual by nature and always strive to evolve and improve myself. We live in a busy world where being able to keep up with different standards is crucial for success.

 Marketing and branding are the same. Specializing in branding will also allow me to explore my creativity and push the boundaries. After completing my master’s degree, it is my goal to use all the knowledge I have gained to help brands, both big and small, promote themselves in the best possible manner. In addition, I want to help people reinvent themselves and achieve success in their new or existing career.