

Statement of Purpose

Student Name-

Student ID-

“Nothing sticks in your head better than a story. Stories can express the most complicated ideas in the most digestible ways”- Sam Balter, Sr. Marketing Manager, HubSpot.

Since my childhood, I was fascinated by storytelling. It must have started with my grandmother weaving fairy tales at night and continued with me passing those magical insights to the younger ones. Growing up, when the magical bubble popped and I stepped into a world, controlled by media, I realised there are stories everywhere; be it movies, TV series or commercials. Even though movies had more complexities, what attracted me the most was commercials and news channels as they could weave stories with facts and that too in a limited span of time. This is how my interest piqued in Journalism.

After I completed my 12th from Delhi Public School, Faridabad in 2018, I pursued Journalism in college and became an Honours graduate in Journalism from Christ University. Among my many accolades, in 2019, I was the Committee Head of the sponsorship committee for Synthesise 2019. I secured the second position in 2019 in Proscenium which was a part of DARPAN 2019, a cultural fest. I was a reporter of the College Press club in a workshop on folk media called Raabta in 2019. My passion for story telling helped me when I was the co-author of a paper by Amrita Mohanan Nair in the Anthology 'Unvoiced Feelings' under The Opus Coliseum in 2021. In the same year, I was the co-author of a paper by Diksha Mago in the Anthology 'Decoding the Power of Mind' under Verses Kindler Publication.

I could have pursued journalism more, however, the seed of story telling in me was not getting enough nourishment as I was dealing with hardcore facts and opinions all this while. That is when I chanced upon a blog about “10 best commercials ever”. I can safely say that my mind was blown apart. This is when I started reading about various marketing campaigns of successful brands and the stories they have built around them, such as Nike and the ‘Just Do It’ tagline or Coca-Cola and their personalized name tags.

Even though TV commercials of major brands had the best of stories, the area of marketing which fascinated me most is the digital space. As Bill Gates rightly puts, the “Content is King” there. In the plethora of content that is available and the magnitude of exposure that a potential customer has right now my job to promote the company digitally would involve identifying the right target markets, understanding their pain and pleasure points and develop the right content to appeal to

their senses. This entire journey from a storyboard to a brand communication is what allures me to pursue MSc. In marketing as I would want to learn what makes or breaks a brand.

However, searching for a suitable college, course and country became a challenge for me. I conducted research on various countries whose universities I could apply to. I searched among countries like the United Kingdom, Australia, Netherlands, Canada, France and Germany. From this wide range of countries, I decided to go for the UK and there are a number of reasons for that. First of all, UK is one of the most educationally advanced countries with a rank of 13th provided by the OECD. Apart from this, UK has always been the torch bearer for free thinking, fresh ideas and knowledge. Moreover, I selected the ABC University swayed by the best faculty that was present in M.Sc. in Marketing. On a more practical terms, I have researched regarding the past accolades of the university and the kind of exposure I would get through workshops, internships and placements, that would put me at the heart of the digital marketing space I aspire for.

In terms of what I offer to the college. I have acquired good communication skills due to my experience in journalism. This communication skill will ensure that I can establish good communication of the brand and the customers through effective marketing strategies. There are various skills that are required in Journalism that are quite similar to that of marketing. Journalism consists of public relations which consists of an integral part in marketing. A person can become a Public Relations Manager if they pursue either Journalism or Marketing. To do this course, I will require a wide range of knowledge on the existing marketing strategies. The current technologies are required to be known by me. It will become possible for me to opt for marketing after my journalism degree since they acquire the same set of skills. I have acquired all the skills that are required in this course. I have good Microsoft Word skills, Corporate Communication skills, Time Management skills, Critical Thinking Skills, Social Media Management skills, Creative skills, Microsoft Excel skills, Problem Solving Skills, Microsoft PowerPoint skills and Communication skills. These skills will ensure that I can opt for this course and can be selected. I also have the qualifications that are required to get admission to this university. I will ensure that I will perform well and make my university proud. I will ensure that the performance laid by me can help the university to rank. When I will receive good facilities from the university, I will motivate and persuade other students to come to this university and avail of educational facilities. This will increase the profitability of the university and more capable students can be gained by the university. When capable students will be gained by the university, the performance of the

university will be inferior to that of its competitors in the market. Competitive advantage will be gained by the university through this. I am confident enough that the knowledge I gained from four years of my Honours degree and 6 months of professional experience will allow me to portray discipline throughout my course in marketing.