

## STATEMENT OF PURPOSE

After pursuing Bachelor of Business Administration in Marketing and Economics from United International University, I intend to study MSc International Management (Marketing Management) Applied from Teesside University. Moreover, while working as a Manager of Digital Marketing at Career Paths from April 2021 to Present, I felt the need to pursue an advanced degree in the field of my first major which is Marketing. This is because; while pursuing MSc International Management (Marketing Management) Applied from Teesside University, I will go through a course named Global Business Environment: Culture, Management and the Economy. From that course, I will develop a critical comprehension of the global business environment, emphasizing on the effect of cultural distinctiveness on individuals and organizations, and the results of developments in the international economy. Moreover, my module will be divided into two segments. The cultural part includes topics for instance; the nature of culture and its implementations for management, communication, conflict and negotiation. The economics part comprises for instance; global trade, economic development and growth, changes in global economic tasks and the results of approaches on the environment. Therefore, after coming back to Bangladesh, I will employ the aforementioned techniques practically to improve the digital marketing sector of my current company.

I have chosen to study in the United Kingdom because; apart from other countries because; the United Kingdom is one of the best countries to study Engineering courses and can get the opportunity to work with the graduate engineers from the University of Oxford, Imperial College London and University of Cambridge respectively. Moreover, it can be inferred as one of the safest destinations for international students with political stability and stable economic growth while being the leader of serving the best quality education providing world-class mentorship and practical knowledge. Besides that, every year, around 4 lac students go to the United Kingdom for higher studies which influenced me. Additionally, the UK provides football matches witnessing scope along with different cultural festivals which further instigated me to choose the UK over all other first-world countries.

I choose to study at Teesside University because; Teesside University has received a silver rating according to the Government's new Teaching Excellence Framework (TEF). Moreover, Teesside University is ranked 1 out of 42 UK universities for overall average satisfaction according to the International Student Barometer 2019. Also, this particular university has been upholding the European Commission's HR in Excellence in Research Award following a two-year self-assessment. Additionally, I have chosen to study MSc International Management (Marketing Management) Applied from Teesside University because; I will excavate the foundations of strategic marketing in practice, getting the invaluable opportunity to work as a consultant via Teesside Marketing Clinic. After passing Bachelor of Business Administration with a 1st major in Marketing and 2nd major Economics, I worked as an Intern at Infosapex Limited from July 2018 to October 2018. Then, I worked as an Undergraduate Teaching Assistant for teaching on 'Marketing Research' and 'Brand Management' courses at United International University from October 2018 to January 2019. Afterwards, I worked as a Digital Marketing Executive at Augnitive from February 2019 to January 2020. After that, I worked as a Senior Executive, Digital Marketing at Life Spring from February 2020 to March

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2021. Now, I am working as a Manager of Digital Marketing at Career Paths from April 2021 to-. After finishing MSc International Management (Marketing Management) Applied from Teesside University, I have a plan to come back to Bangladesh to join as a Senior Manager, Digital Marketing at Career Paths to manage advertising performance- base product generating ROI friendly leads for national brands and agencies, manage display campaigns on top portals, ad networks, DSPs and Facebook, manage creative strategy, site development, SEO, and execution of the consumer section of 3Com's internet and intranet sites, develop tracking strategy to attribute leads in salesforce to appropriate campaigns and develop compelling online content to achieve both visibility and engagement using persona targeting and cross marketing effort for account base marketing.

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