

## Statement Of Purpose

I am B Vivek from Tamil Nadu, India. I did my Bachelors in Mechanical Engineering and graduated in April 2013 and after my graduation, I started working in TVS since January 2014 and right now, I'm currently working as an Executive Officer in Indigo Airlines. I've been fortunate enough to have a multicultural academic and professional background. As a result, I've been exposed to a variety of cultures, people, locations, and languages. I've always had a great passion towards exploring the new technologies which are developed. Every week, I schedule some time to explore the new technologies and their uses of it.

I choose MSc in Digital Marketing in the United Kingdom, as it is one of the most accessible and well-known countries in the world, with endless opportunities for higher education. I wanted to get a job where I can utilize my creative knowledge and skills in computers and get better income. Thus, I have decided to do this course in Digital Marketing. I'm sure that I will be able to excel in the field of Digital Marketing, mainly for two reasons: first, there are immense job opportunities in this field, because of the rapid digitalization of country in every aspect of life. Second, successful marketing is linked with creativity and innovation, something which I can excel in. By doing digital marketing course, I will get jobs like digital marketing strategist, SEO Analyst, social media specialist, email marketing specialist etc.

Nottingham Trent University is committed to learning, seeing its role as enabling students to be what they want to be. Nottingham Trent University graduates are among the highest-paid in the country, and the University researchers are rated as world-class in a number of disciplines, fostering a culture of success across the institution. Nottingham Trent University campus is located in UK which is the most well-equipped and modern campus. The University's postgraduate programs are designed to expand and build on the existing expertise and skills everything I need to advance my career or shift it in a new direction. Nottingham Trent University offers a flexible learning environment that helps to combine the study with career and lifestyle. This course offers me a choice of specialization namely in project management, international business, engineering, and marketing management, all of which are accredited with relevant industry bodies. It helps to boost and widen the career prospects or to satisfy a desire for further learning. On the whole, Nottingham Trent University delivers everything that is required for a successful career.

UK qualification is recognized and revered globally. The United Kingdom has become one among the highest destinations to check round the world. Due to its world class standard of education, students from various countries, do prefer UK to improve their skills and for the betterment of their life.

UK learning expertise permits students freelance thought, encourages proactive problem-resolution skills, allows development of intellectual skills and empowers inventive and effective thinking. These skills are recognized by employers, because the qualities are required to fulfill the necessities of the world economy and to achieve a competitive job market. The variety of courses also matched by the wide selection of establishments that offer students a varied option to notice the foremost appropriate study surroundings for them.

UK education system contains a robust international name and is known for its effective structure, innovative policy developments and freelance thinking throughout its universities. UK could be a safe,

friendly, refined and nonetheless harmonious society within which we will learn and travel. UK is presently the foremost standard destination for international students among the communicatory Countries. Many international students opt to study in UK thanks to its friendly, at ease nature, wonderful education system, cultural diversity and high customary of living. As a world student in UK, I do expect to measure, grow and learn from a well-developed, friendly country which is filled with immense opportunities.

After completion of the master's program, I will apply my skills towards the acknowledged company and help to improve the standard and growth of the work space and excel in the global market. I strongly believe that I'll be a positive addition to your prestigious university, by pursuing this renowned degree in Digital Marketing, where my passion lies. Therefore I'll give my best with full commitment towards learning and further utilize the knowledge and skills gained from your university, for the advancement of my career in Digital Marketing.

Thanks

B. Vivek