



# Master's programme in International Marketing and Brand Management

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## STATEMENT OF PURPOSE | YEAR 2026/2027

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 **250 word limit** 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.*

Country/Region/University where this scale is used:

Q1: Why do you think that you are suitable for this programme? What do you think you can contribute with in terms of knowledge, analytical thinking, and prior experiences? (Word limit: 250)

Q2: 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? (Word limit: 250)

Q3: What courses from your previous degree, or other qualifications, do you consider relevant for the programme, and why? (Word limit: 250)

