

STATEMENT OF PURPOSE

The reason I chose the UK as the country I want to study in is that I have always admired its long-established traditions not only in education but also in politics, religion, sport, etc. To me it is most fascinating how Britain has succeeded in preserving its culture, customs and traditions despite the crucial historical events it's been through.

Having carefully examined the country's living conditions, I am completely convinced that I would feel most comfortable studying in such environment.

I made the decision to apply to a marketing-related course after contemplating on what appeals to me, what I feel I am good at and what I would be glad to do in the future.

Researching the subject I found out that I am mostly interested in marketing communications which, with a focus on advertising, develops not only students' theoretical thinking but also their creativity. Influencing people's choices and decisions, marketing communications are of extreme importance to today's business world. Directly or indirectly everybody's life is related to marketing.

The effect product's characteristics has on contemporary customers is of particular interest to me. I eagerly want to gain more knowledge about what affects people's thinking both in positive and negative way. I am really enthusiastic about studying and examining buyers' ever-changing behavior, opinion and choices.

During the course of my education I have attended three different schools and I have always managed to quickly adapt to the environment.

Relying on my communication skills, I have never felt uneasy trying to establish new acquaintances which have further developed into friendships.

For a couple of years I have been the class' paymaster which shows the complete trust my classmates have in me. I also constantly take part in the organization of events such as attending theatre plays or concerts or celebrating different occasions which helps me develop my organization, persuasion and manipulation skills

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