UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

MASTER OF SCIENCE IN MARKETING AND CONSUMPTION

Motivational letter - Part of the personal motivation application

Please note that your *Motivational letter* is a key part of your application to the programme.

In your answers we expect you to articulate and reflect why you are interested in the programme and how prepared you are both academically and personally. How will you be an asset to this programme? Focus on your motivation, your strengths as well as your goals and aims with the programme.

Where relevant, give examples on your academic achievements/ professional accomplishments that relate well to the programme.

Please remember to proofread your text. The Motivational letter is a work sample in regards to language, competences and potentials.

Please respond to the questions below and upload your document to your application at www.universityadmissions.se or www.antagning.se by the latest on the last day for application, 15 January. Rename the document "MSc in Marketing and Consumption".

Name:
Email address:

1. **Motivation & Curiosity**
   What motivates you to apply for the Master's Program in Marketing & Consumption? In particular, which aspects of marketing and consumption spark your curiosity, and why? What do you hope to gain and experience during your two years in the program? (*Maximum* 2000 *characters, including blank space*)

2. Academic Inspiration

Describe the most inspiring or meaningful experience from your bachelor's studies that you feel is relevant to this program. How has it shaped your academic interests or your decision to pursue this path? (*Maximum* 2000 *characters, including blank space*)

3. Personal Fit & Contribution

Why do you consider yourself especially well-suited for the Master's Program in Marketing & Consumption? In what ways do you plan to contribute to the study environment, both academically and socially, during your time in the program? (*Maximum* 2000 *characters, including blank space*)