

Statement of Purpose – Design Management

Throughout my life, I have been interested in developments in design and the great potential of this industry. Design shapes and molds the world in which we live our daily lives. Mundane, everyday objects can be transformed into objects of great beauty, while preserving the functional usefulness. The potential for transforming the mundane into the aesthetically pleasing is what attracts me to this field, and after careful consideration, I have decided to devote my future career to this field. To achieve this goal, I am applying to study in the MA in Design Management program offered by your university, as this program will best allow me to develop my skills and follow my passion.

I majored in Applied English at Goodwell University in [country]. During my time in this program, I took classes with foreign, English-speaking professors, and I am thus fluent and confident in my English abilities. During my junior year, I participated in the Music Association in my school, and I was honored with the post of Head of Association. In addition, I served as the Public Relations Officer in the Student Association of the Applied English Department, responsible for promoting activities and interacting with a wide range of people. Through these experiences, I developed into a capable leader and learned useful skills that cannot be learned from textbooks alone. I gained experience managing a team, arranging events, and writing project plans, skills which should prove useful in my future pursuits.

While in the university, I developed a strong interest in design. However, I had few opportunities to study in courses related to design. I therefore began using my free time to read design magazines and learn about the creative works of various reputable designers. In my extracurricular activities, I had opportunities to practice designing. For example, I designed posters and pamphlets to promote activities. Despite this, it is clear to me that my practical experience in design is insufficient. My purpose in applying in your master's program is to compensate for this and build the academic background knowledge that I will need to be effective and successful in my career.

After graduating from the university, I began working as a Sales Assistant in Greatgood Co. Ltd. I worked in this company for one year, during which time I was responsible for communicating with foreign clients and managing import and export trade documents. I introduced products to potential customers while working to maintain existing customers. Throughout this time, I used English to communicate with the foreign clients. I am therefore confident that my English ability will not be an impediment to success in your master's program.

I have chosen to study in the UK because it offers a world-class, multicultural environment. The UK is the ideal setting for design-related studies, as the design field is highly developed and reputable in the UK, and such a setting will not only allow me to further improve my English skills, but will also provide me with a unique and memorable set of experiences. Quite simply, studying in the UK will allow me to develop into a more well-rounded person capable of working in the global business environment.

Multinational enterprises require professionals with an international viewpoint. In my master's studies, I hope to develop such a viewpoint, while also learning to identify and solve problems related to my proposed course of study. In addition, I want to gain experience working both independently and as part of a group. After completion of my master's degree, I hope to have first-rate design skills, coupled with management expertise. In the future, I plan to work as a design manager in a multinational company. Such a position will allow me to work alongside colleagues who are equally well-trained and ambitious. The program in your school is an important first step toward achieving the goals that I have set for myself, and I am thus very grateful for your time and consideration.