

## **STATEMENT OF PURPOSE**

**MASTER OF SCIENCE IN BRANDING AND MARKETING (MBM PROGRAMME)**

**CHULALONGKORN BUSINESS SCHOOL, CHULALONGKORN UNIVERSITY**

**ACADEMIC YEAR .....**

**Your name (write in capital letter)**

Title (MR./MRS./MISS)    First Name \_\_\_\_\_

                                         Last Name \_\_\_\_\_

Please provide us your statement of purpose (no more than 500 words). Explain the reasons why you want to study in the Chulalongkorn Business School's MBM (English Programme). How and why does the degree suit you?