



# Sample LOE for Study Permit Refusal in Canada

## Letter of Explanation

To  
The Visa Officer  
The High Commission of Canada

### **Sub: Application in response to study permit refused on DD/MM/YYYY**

Respected Sir/ Madam,

In gratitude for this opportunity, I wish to express my ardent desire to pursue a Graduate Certificate in Marketing Management at Seneca College, Canada. Having interned at numerous digital marketing organizations, I have realized my true potential in this domain. Throughout my stint as a marketing intern, I have grasped the intricacies of modern marketing concepts. As a result, I have developed a desire to get formal training that will allow me to seek lucrative career opportunities back home, especially due to Indian businesses spending heavily on digital marketing efforts. In my pursuit to upgrade my academic credentials, I have carefully chosen to study a Graduate Certificate in Marketing Management. Seneca College has also presented me with a letter of admission based on my learning and experience in the field, and the program is set to commence in <mention intake>. However, to my dismay, my previous visa application remained unapproved due to the following grounds:

- I am not satisfied that you will leave Canada at the end of your stay, as stipulated in subsection 216(1) of the IRPR, based on the purpose of your visit.
- Your proposed studies are not reasonable in light of: your qualifications, previous studies, academic record, land/or your future prospects and plans.

I would therefore utilize this opportunity to present my case once again with strongly supporting intent and evidence that could justify my candidacy as that of a genuine temporary entrant in Canada.

### **Purpose of Visit:**

My experience in Canada will help me become a more well-rounded professional. My sole focus is acquiring technical expertise in marketing, and more specifically, digital marketing. Indian companies have embraced digital technologies at an accelerated pace over the past decade. Having already interned in digital marketing and content creation, I realized that obtaining a comprehensive education in marketing management would greatly increase my chances of unlocking rewarding career opportunities back home. In contrast, the Canadian study system encourages students to learn freely by providing an open learning culture, a community of learners, and opportunities to join student clubs. As a student of marketing management, I will have the opportunity to explore strategic marketing, experiential marketing trends, and online marketing in a well-defined manner. Despite my academic exposure to expert subject



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knowledge, my abilities are limited to executing appropriate marketing approaches. However, I also have enormous potential to perform well in this field. Therefore, I intend to enroll in this program offered by Seneca to bring my existing knowledge base up to industry standards. In addition, I researched extensively to find a program that meets my study expectations, and Seneca's program meets all of them. Thus, I intend to study in Canada. A necessity of my training and education, as dictated by the modern marketing industry, is to expedite it as quickly as possible.

### **Why Canada?**

I intend to improve my technical skills by pursuing this course at Seneca College, Canada. Additionally, the Canadian education system allows me to compete with educational institutions in English-speaking countries, including the United States, Australia, and the United Kingdom. In addition to this, studying in Canada will provide me with internationally recognized qualifications and exposure that are highly valued in Indian suburbs. I will apply for digital marketing positions in India using my newly acquired academic skills and my professional experience. Considering the excellent curriculum, exposure, and value offered by this Graduate Certificate in Marketing Management by Seneca, Canada is certainly the right choice for me. According to the Global Peace Index, Canada ranked sixth most peaceful country, which gave me confidence regarding my rights as an international student. This course will not only add considerable professional value to my resume but also give me exposure abroad.

**Why not India:** Among all the programs I compared, Seneca's program offers the most comprehensive study options. In my country, a program as comprehensive as this one at Seneca is difficult to find. Canada is therefore my top choice. Getting to study in Canada is a dream come true for me since I will gain more practical experience than I would in my home country. Moreover, since my study system is more theoretically oriented, I am more interested in utilizing practical teaching methods to broaden my academic horizons. Participating in this program will enable me to gain the global perspectives I intend to gain in order to become a seasoned digital marketing specialist.

### **Why Marketing Management at Seneca College?**

When I compare Seneca College's course with those offered in my own country, I find it worthwhile since it will provide me with a globally recognized certification. I will be able to pick up on a variety of experiences, attitudes, and behaviors from colleagues from around the world. Having this degree will increase my value as a professional and my expertise in this field. I will gain exposure here that will help me succeed in my career as a digital marketer. I am fascinated by the learning advantages of this course because it includes topics like Financial Aspects of Marketing, Interactive Marketing, and Digital Marketing. Seneca, on the other hand, is a world-class institution based in Canada that offers a full range of vocational courses. The evidence from its alumni base supports its impressive infrastructure and focus on practical learning. The college has a well-equipped library, hi-tech classrooms, activity involvement, and an unparalleled student support system. It convinces me as an international student to receive higher



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education from such an elite institution.

### **Academic and professional record**

As I come from a family of academic professionals, I have been raised to perform well at studies. It reflects in my persona and I have also developed my entire profile around excellence. Since my childhood days, I have been a sincere student which bagged me 84.5% in my senior secondary school in 2015. Further, I passed my senior secondary school in the first division in the year 2017. After I passed my school, I knew my academic interest lies in understanding businesses, markets, consumer behavior, and much more that relates to marketing in general. Thus, I enrolled in Bachelor of Commerce from Trinity Institute of Professional Studies in 2017. During my graduation years, I was introduced to detailed learning in subjects like accounting, international business, marketing management, economics, finance, law, and much more. Out of all the subjects, I enjoyed my marketing management classes more than any other session. As a result, I have received consistent marks in this particular subject while performing well in the remaining others. The very realization solidified my affinity for the subject of marketing by the time I passed graduation with 83.9% in 2020. Therefore, I began interning at numerous digital marketing-oriented firms. Likewise, I interned at CoolG Edu Solutions in 2021 which introduced me to an entirely new world of digital marketing. Here, I solidified my interest in lead generation, social media, market research, trend analysis, etc. This experience will come in handy when I will study at Seneca. To quench my thirst and knowledge concerning content marketing, I capitalized on my writing skills and grabbed the opportunity to intern at EmpFly Services and Amar Ujala Web Services. My stint as a marketing intern has helped me understand the way digital marketing companies operate. It has given me a true reflection of my career interest in marketing. This is why I am eager to begin my study program at Seneca.

### **Reasons to return to India:**

#### **Family Ties**

My family comprises my parents and my sister. My father is employed as an administrator at a reputed educational institution in India while my mother is a renowned educator. My younger sister is ten years old and is currently pursuing her schooling. As the eldest child in the family, I have received a lot of love and affection from both of my parents, and I am equally attached to my sister, especially due to the age gap. I am very much connected to my family and all of us share very strong family ties. I cannot imagine staying away from my family for a longer period. Hence, I shall return to my homeland as soon as my course completes. Also, because I am the eldest child in the family, I intend to take care of my parents and my sister once I am settled in my career in India. I am also liable to take care of all the tangible and intangible assets that my family has accumulated so far. Hence, to support my family through all thick and thin, I will be back in India after my studies are complete. Moreover, I do not possess any family ties in Canada which is a strong indication of my intent to return to my lovable family.



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### Future Goals

My short-term goal for my future endeavors in the digital marketing industry revolves around my commitment to my current study program. Through this, I intend to acquire a rich understanding of trending digital marketing solutions. Even as I continue to develop my academic and technical skills, I aspire to combine my academic skills and global exposure with the professional experience that I have gained to date. This includes being an Online Marketing Professional, Digital Marketing Specialist, Digital Media Planner, Manager Performance Marketing, and Web Analytics Specialist. In my long-term career, I envision myself serving at the top C-suite level in companies like WATConsult, SchBang, Web Chutney, MIRUM, and Kinnect. I want to move up the corporate ladder, contributing meaningfully towards the growth of the firm I serve.

### Conclusion

My decision to study in Canada has been carefully considered from a financial standpoint. My revered parents are willing to sponsor my education. Hence with their support and my savings, I have already paid the tuition fees of CAD 14931.85 and living costs of CAD 10,000 to the GIC account. The required supporting documentation is enclosed herewith. Also, please find attached the evidence of my family's financial capacity to cover my educational costs and living expenses comfortably. Since my family is financially strong, I am confident that I can seek assistance for any additional expenses that may arise during my stay in Canada. In addition, I achieved an overall IELTS score of 7.0 with no bands below 6.5, thereby gaining an edge to continue my studies at Seneca College.

As a responsible citizen and a law-abiding individual, I intend to represent myself as a responsible citizen in Canada. According to the immigration laws of Canada, I intend to act in a manner deemed worthy by the nation's laws. This means that my presence in the country will not be a liability, but rather enhance its cultural diversity. To make the most of my time in Canada, I will remain focused on achieving my study goals. I will also take advantage of the global experience I will receive. I am, therefore, requesting your kind assistance in reviewing my application for a student visa that would enable me to accomplish my study goals.

Yours Sincerely,  
Myra Chandra