



## Statement of Purpose

The Visa Officer  
The High Commission of Canada

### **Sub: Application requesting a study permit**

Respected Sir/ Madam,

I, Surya Desai extend my sincere thanks to you for allowing me to state my purpose of visiting Canada. I possess a keen interest in understanding the marketing mix and carving a niche-specific future for myself from the ocean of learning. Having planned to pursue a Graduate Certificate in Marketing Management, I have found it to be of umpteen value if pursued from abroad. Therefore, I have carefully zeroed down my research on Fanshawe College. Fortunately, I have also received a Letter of Acceptance from the college for the <month> intake.

I, hereby, take this opportunity to detail to you my profile and genuine intent to visit Canada for study purposes, only. I hope by the end of this application, I will be able to convince you to allow me a visa grant.

### **Academic and professional background**

I come from the educated family background. It has always encouraged me to pursue my study dreams and make the most of the study opportunities given to me. I passed my matriculation in 2016 with a decent percentage of <add percentage>. Having a great inclination toward marketing and business-led me to choose Commerce in my senior school. It gave me a broader view and interest in the potential of communication in business and influencing mass gatherings. Eventually, I completed my inter-school in 2018 with a total percentage <add figure>%. My outward personality and communication made me choose Bachelor in Journalism and Mass Communication as a part of my graduate studies. I completed the same from IP University in 2021 achieving a total pass percentage of <add figure>%. In the meanwhile, I also kept my interest intact by working for the short term at UAS International in Travel & Tourism Sector and UAS International in Wealth Management. My tenure with Pingash for six months as a Sales Executive and CollegeDekho for <add duration> as an Academic Counselor strengthened my view of my potential in marketing. Directly or indirectly, I have served the market needs and performed quite well. Also, during my bachelor years, I exhibited great potential in addressing and convincing others with my orator skills. It gave me a true reflection of my potential in marketing and I weighed its potential against career success. While I possess fundamental knowledge of this subject, embracing a full-fledged career opportunity requires me to seek higher education. Therefore, I am ardent to pursue a Graduate Certificate in Marketing Management from Fanshawe College.

Why Canada?

Canada is the most ideal education destination for me being the global education leader and a world-



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class education hub for international students. The cost of education is affordable and falls under my budget. I am also influenced by the way the Canadian education system promotes inclusivity in diversity which makes me comfortable seeking higher education in a foreign land. The multicultural population in Canada is well-educated, sophisticated, and heartwarming. I am in awe of the country's repute in treating its international students right. Due to my stay in Canada, I will garner better relations and networking opportunities which will be a precursor to my growth. Canada's ranking in the global peace index assures me of a comfortable stay and discrimination-free inhibition. It is certainly the best education destination for me among the most English-speaking countries such as the USA, UK, or Australia.

**Why not India:** I can certainly study Marketing Management in my country but the international exposure will remain absent. I must garner exquisite international exposure to outperform in my growth as a marketer. The teaching ways associated with Indian education systems are traditional and more theory-oriented. However, after passing graduation and aiming for higher education, I wish to embrace applied learning. Moreover, producing foreign credentials will give me a competitive edge over others in my home country. Studying in Canada will certainly strengthen my stronghold on practical aspects of training which is not so if I study in India. Hence, I believe studying in Canada is advantageous to my career growth.

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

Studying at Fanshawe College is a ticket to immeasurable career success in the future. Due to the college's immense focus on nurturing young marketers to adapt to trending marketing techniques, I am sure, I will reserve better career opportunities upon the completion of my course at Fanshawe College. I am impressed knowing about the college's eminent facilities and infrastructure which are on par with any other reputed college in Canada. However, I chose to study at Fanshawe due to its exclusive faculty support and advanced teaching modules. I have speculated about the college from friends and acquaintances who have already experienced studying at Fanshawe College and have found it to be the best college for me. On a deeper level, I will study topics in Advanced Professional Communication, Primary Market Research, Google Analytics, Global Marketing Strategy, Search Engine Marketing, Google AdWords, Customer Behavior, etc. which interests me the most. By studying these courses, I am convinced that I will become a well-rounded professional. Moreover, having decent industry exposure and guest visits will enhance my traits in marketing. I am thus placing a higher value on studying at Fanshawe College than at any Indian facility.

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

#### **Family Ties**

I belong to a traditional nuclear family that comprises my father and mother. My father is a <add designation> and my mother is <ad designation>. We live in a close-knit family that supports each other through thick and thin. I have garnered this trait from my parents and I have been made to fulfill my responsibilities since the very beginning. Therefore, I will not leave my parents alone in their old age, but



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rather return to India and act responsibility towards taking care of them and managing our family's rich wealth and properties. I will support my parents and reciprocate their love and gratitude for me in by accompanying them. I also do not share any family ties in Canada which is a binding reason for me to return home after the completion of my studies in Canada.

### Future Goals

After completing my studies in Canada, I will associate with top-performing MNCs in India. With my international exposure and foreign education, I will reserve better career prospects back home which will enable my career as either a marketer researcher, marketing coordinator, brand manager, or brand strategist. Through my experience in the short run, I will become aware of the industry requirements and how marketing is primarily posed in India. It will help me become a well-rounded professional. I envision myself leveraging the potential of digital marketing in the long run and setting up a full-fledged business under my belt by taking advantage of the Indian government's Digital India and Make in India campaigns. Also, I am sure my foreign education will always keep me performing at the top of my career ladder and I will never be short of opportunities.

### Financial ability

My family is financially stable and is willing to sponsor my education in Canada. We possess total movable assets of CAD<add figure> and immovable assets of CAD<add figure>. Please find enclosed my family's financial details for your kind consideration. Due to our financial wealth, my parents have agreed to sponsor my education and living expenses in Canada. I have therefore paid a tuition fee of CAD<add figure> and deposited CAD<add figure> into the GIC account. Also, my father and uncle have convinced me about extending help in case I incur any additional expenses during my stay in Canada.

### English Language Proficiency

To fulfill the language proficiency criteria, I have also taken the IELTS test and obtained an overall score of 7.0 with no bands having less than 6.0 (Listening: 7.5, Reading: 6.0, Speaking: 7.0, Writing: 7.0). Please find my IELTS transcript attached for your kind review.

### Conclusion

I am a law-abiding citizen willing to study in Canada. I have also familiarized myself with the Canadian Immigration Laws and have become aware of all the college rules. I will abide by each guideline entitled to be followed by the international students. In no circumstance, I shall allow myself to contradict the law or refrain from cultivating fruitful experiences. Throughout my stay in Canada, I will act peacefully as much as I aim to return peacefully to my country after the completion of my course. I, therefore, request you to allow me a student grant so that I can fulfill my educational goals in Canada. Thanking you in advance.

Yours Sincerely,  
Surya Desai