

SOP Sample for MS in Digital Marketing MS in Digital Marketing - Sacred Heart University USA

“Business has only two functions- marketing and innovation.”

This well-known quote by Peter Drucker emphasizes the critical role that Marketing plays in any economic entity. It wields such power that it can significantly influence consumers' perception of a brand without their knowledge. Marketing appeals to me as an art form, requiring a high level of originality, vision, and acumen. My interest in marketing arose in my second year of graduation, and it has since sparked a growing desire to investigate its many facets and delve deeply into the nature of marketing. Given the present state of the labour market, an undergraduate degree is insufficient for meeting my objectives and developing a dynamic and challenging future career. I am eager to travel the world, meet new people, and learn new ways of thinking, so I have decided to pursue my Master's degree in Digital Marketing at Sacred Heart University in the United States in order to broaden my professional knowledge in a multicultural setting.

Treading back to the lanes of my past, I reminisce about my under-graduation period when I studied subjects like - Introduction to Computer Programming, Computer Networks, Algorithm Design and Analysis, Databases, The Internet of Things, Big Data, Cryptography, Artificial Intelligence, and much more. I established a solid foundation in the design, implementation, and management of Information Systems of both software and hardware processes, which, at some time, introduced me to the field of digital marketing and the numerous fields that are associated with it. This fruitful venture of pursuing a B.E. in Computer Science helped me in developing analytical, mathematical, problem-solving, reasoning, and logical thinking skills.

Once I successfully graduated, I was overexcited to get hands-on experience by plunging into the real-time world. I have a rich {Period} of experience in the field of Social Media Marketing. I have always worked as a freelancer so that I could excel at multitasking and handle multiple tasks at once. I began my journey by serving as a Business Analyst with a startup company {Company Name} from {date/duration}. On gaining optimum experience and exposure from my first job, I continued my venture and started working as a freelancer in handling social media projects which helped me get in-depth knowledge of the field while getting practical experience at the same time. Such experiences worked as a catalyst in fueling my passion and encouraged me to continue in this field, seeking better opportunities. I soon started working as a full-time freelancer (Social media marketing manager) and started getting offers from many small and medium-level businesses. Since then, to date, I have handled and promoted the services and products of several SMEs with my knowledge and expertise in Social Media Marketing by boosting their social media presence.

Also, I have immense experience in doing Social Media Marketing for Kannada and Tulu language movies, and I have, to date, successfully handled the online promotion for over 35 movies. I have worked as a long-term associate for various renowned movie production houses. Based on my previous experiences and confidence in my skills and expertise in the field, I decided to launch my own clothing and apparel e-commerce. All of my promotions and marketing were done through various social media platforms. After firmly establishing my business, I began expanding its base on online national and international markets such as Meesho and Amazon. Selling through these online platforms provided me with valuable insights into the operation of their algorithms. That is when I did realise there was a lot of competition in the online marketplace. I conceded that up until that point, I had only been dealing with one facet of digital marketing, namely social media marketing. This vast field had a lot more to offer and, I, a lot more to learn. I, at one, started feeling a dearth of knowledge and skills, which I hope to develop with the help of this unique course. I have now grown into wanting to experience full-time jobs where I can experience a corporate work environment and socialise, which will indirectly help in expanding my horizons.

Besides my academic commitments in school and college, I took a keen interest and participated in sports like Badminton and was state-level badminton. I also have represented college in various quiz competitions. Participating in games, sports, and extracurricular activities inculcated in me valuable skills like sportsmanship, spirit, patience, discipline, punctuality, diligence, wit, adaptability, leadership, and competence.

Now I understand how digital technology has altered the way sellers and customers communicate. Digital media has become indispensable in the modern industry by significantly increasing the power of marketing. With a strong desire to succeed, I am convinced that a Master's degree in Digital Marketing is the best option for gaining a comprehensive understanding of my future career.

Over the last few months, I have spared a lot of thought to my decision to study at your university. Your prestigious university, which has a reputation for business education, provides excellent facilities and a marketing teaching programme. Furthermore, the large number of international students creates a diverse and multicultural environment. Both of these factors have convinced me that Sacred Heart University is the best place for me to advance my practical and theoretical skills while also enjoying a multicultural campus.

After completing this one-of-a-kind study programme, I will be well-equipped to pursue the best future opportunities, gain extensive experience in international marketing, and gain managerial and marketing expertise. I have decided that in the end, I will return to India and, armed with all of the knowledge and skillsets I have acquired, start up a marketing firm, and add wings to my dreams by soaring to uncharted heights. Gaining worthwhile knowledge and expanding my skillset, I aspire to work in the US as a Digital Marketing Specialist. By helping brands while working on effective marketing campaigns in a global scenario, I intend to amp up my skills to outshine as a well-rounded marketing professional.

With a desire to enrich my knowledge, and experiences, I aspire to be a valuable addition to the respective program while going ahead with my self-motivated and ever-inspired attitude.

I hope to be given an opportunity, and I am convinced to be exceeding your expectations