**STATEMENT OF PURPOSE.**

I am happy to introduce myself as Muhammed Jassim Jaleel and I am opting to learn MA International Corporate Communication and Media Management from Germany. Learning International Corporate Communication and Media Management will necessarily equip me with essential skills to navigate complex global communication landscapes and develop strategies that resonate with diverse audiences. It also enhances my expertise in digital media, crisis management, and cross-cultural communication that are crucial competencies for leading impactful campaigns in a rapidly evolving industry. I believe that I can provide an ample justification for the course choice.

Coming to my learning, I have done tenth grade from Indian International School, Mangaf in 2016 and also did higher secondary education from Vidyodaya School, Thevakkal in 2018. I have been an individual who is inclined to the design domain and hence, I opted to learn Bachelor of Design ( Industrial and Product Design ) from the reputed University of Petroleum and Energy Studies ( UPES). I am very proud to present on two of my internships which was from The Y Brands as well as Moziac Architecture and Design as Visual Design Intern and Product Design Intern. I could elaborate on my skills and experiences through three creative works including VINDE- A thriving based case study explores the growing popularity of second - hand shopping and focusing on sustainability, Pufftoss- A chips product that emphasises strong branding and attractive packaging, Khana- a cloud kitchen user experience study that focuses on delivering high quality food at minimal cost, while utilizing minimal space. Later on, I pulled out a great career pathway as an User Interface Designer at TCS which is still being resumed.

I chose to pursue International Corporate Communication and Media Management because, as a User Interface Designer at TCS with a background in Industrial and Product Design, I have realised the growing need to bridge the gap between design and communication. In my current role, I am not just creating visually appealing interfaces, but also ensuring they communicate effectively with diverse user groups. I have often found myself in situations where a deeper understanding of communication strategies would help me better collaborate with marketing teams and craft messages that resonate across different markets.

For instance, while working on a project for a global client, I noticed that design choices alone were not enough to convey the brand’s message consistently across different cultural contexts. This made me realise the importance of strategic communication alongside design. The International Corporate Communication and Media Management program will help me strengthen my ability to integrate communication principles into my design work, enabling me to contribute more effectively to projects that require both creative and strategic inputs. It will also equip me with the skills to lead communication efforts in future, ensuring that the designs I create align with broader corporate goals and international media trends.

The International Corporate Communication and Media Management program offers very major and key benefits that will help in blending communication theory with practical media management skills. It provides a deep understanding of corporate communication strategies, media relations, and digital marketing, preparing students to manage global communication campaigns effectively. The curriculum emphasises real-world applications, including case studies and industry projects, ensuring students are equipped to handle the dynamic challenges of corporate media environments. The learning is crucial in bringing about cross-cultural communication, essential for operating in international contexts. I will gain insights into emerging media trends, digital transformation, and crisis communication, making them adaptable to the evolving landscape of corporate communication.

I chose Germany for the program in International Corporate Communication and Media Management because of its global reputation for academic excellence and innovation. Germany is home to some of the world’s leading universities and offers a high-quality education system that integrates practical experience with theoretical knowledge. The country is also a hub for international business and media, providing exposure to diverse industries and cultures, which is essential for someone aiming to excel in corporate communication and media management on a global scale. The country’s emphasis on research and development, coupled together with its growing media landscape will grant me the opportunity to explore new strategies, technologies, and practices in communication and media management. The program’s focus on international perspectives and corporate communication aligns perfectly with my career aspirations, equipping me with the skills to manage global media campaigns and corporate strategies effectively. The country’s strong economy and its central role in European business make it an ideal place to gain experience and develop a career in this field.

I chose Neu-Ulm University of Applied Sciences (HNU) for its strong emphasis on practical learning and industry connections in International Corporate Communication and Media Management. The university’s close ties with the business and media sectors provide valuable real-world experience, while its global outlook allows me to develop cross-cultural communication skills with students from diverse backgrounds.

HNU’s small class sizes and experienced faculty offer personalised learning, and the modern facilities enhance hands-on experience. Its location in Bavaria, near major business hubs, further supports networking and career development, making it the perfect choice for my professional growth.

After completing the International Corporate Communication and Media Management program, I intend to return to India and get into career roles like Corporate Communications Manager, Media Relations Specialist, or Digital Marketing Strategist. I aim to be an incredible part of the prime companies including Tata Group, Reliance Industries, or multinational companies like Unilever and Nestlé, where I can apply the skills I have gained in managing large-scale communication strategies and media campaigns. I do have the possibility to work on shaping brand identities, managing internal and external communications, and leading digital media strategies that resonate both in India and internationally. My long-term goal is to become a Communications Director or Chief Communications Officer (CCO), helping businesses navigate the complexities of global markets while also tailoring their messaging for Indian audiences. By joining industry leaders or innovative startups, I want to drive impactful, culturally relevant communication initiatives that support business growth and sustainability.

I believe that I have given an idea on my academic, academic intentions as well as the professional goals which I will pertain in life. Through this statement of purpose, I am very confident of my academic and professional goals and I can assure you that I will be a credible candidate for my future in India. As someone who largely appreciates the evolution as well as changes happening in the media side, the learning of International Corporate Communication and Media Management will surely give me a pitch in the Indian media -where I wish to get privileged upon. Thanks in advance.

Regards,

Muhammed Jassim Jaleel.