

# SOP for Study VISA Permit

## Introduction

I am [REDACTED] I write this letter as a request for obtaining my student visa permit so that I can pursue my higher education in Canada. Allow me to provide you a brief introduction about myself. In my academics, I did fairly well where I secured a 7.6 CGPA in class 10th and then opted for the science stream in class 12th and achieved 70% aggregate marks. After this, I pursued my graduation in Bachelor of Arts in English and successfully completed the course on time obtaining a first division. At this point, I decided to pursue my career in the marketing and communications field primarily due to the fact that there are so many opportunities that interest me. Also, I've worked as a back office executive at Vrishni events as well as a job consultant. I wish to study one of the programs, i.e., strategic marketing communication, at Conestoga College, Canada, as I have a lot of interest in learning the different roles in the marketing and communication fields. Thus, I am applying for a study permit in Canada. My ultimate goal is to set myself into marketing communications, social media, and more where I can use my skills and disciplines to help organizations achieve their goals and objectives. I have been an active volunteer in various social work in and around my city. In my free time, I like to sketch and paint. During my graduation, I participated in many debate competition and showed exemplary performance in them. It is due to my communication skills that I was able to completely dominate my competitors in the debates and win over them. The most recent award presented to me was in a brand quiz and debate that were held in Inter-College Youth Parliament competition. Moreover, I've also developed an ability to motivate and persuade people so that they can change for the good.

## Family Background

My father works at Aegis Finances as an Assistant Manager in the security and administration department and my mother is a homemaker. I also have a younger brother who recently completed B.Tech and presently works at Axis Bank.

## Why I chose this course?

During my graduation, I worked hard on my skills such as communication, critical thinking, analytical, research, reasoning, teamwork, and more. But I found out that I only have an average level of them. These are really important for me to get a good job in the marketing and communication sector, thus, I did a research and found that strategic marketing communication is just the right course for me to improve upon them and become a capable person. Through this course, I will learn about the different roles that are needed in today's businesses. I will also gain extensive knowledge about the diverse marketing and communication sectors, which will enable me to make a clear decision about where exactly I intend to work in. Moreover, I can develop certain skills and abilities that will help me in analysing the issues in real-time business environments and provide effective solutions for them. One of the key attributes that most businesses look in individuals today is their ability to solve problems, which is where the critical thinking and problem-solving skills become necessary. The well-structured strategic marketing and communication course will provide me with a really good background and strengthen my foundation of how to handle and solve problems. Good communication skills are one of the most

important attributes that an individual should have and the modules in this course will help me strengthen them.

### **Why I want to study in this college?**

Out of the many educational institutes that I noted down on my list, I picked Conestoga College Waterloo Campus because of its brilliant course programs, especially, strategic marketing communications. Studying here is completely relevant to my current and future interests. The course that I have applied for in this college will expand my knowledge about marketing and communications sector. This would be far better than pursuing the same course from my home country or any other place. It is a good chance for me, if I get selected, to broaden my horizon within my chosen subject and expertise. I can further polish and expand my theoretical and practical knowledge that I will gain during the period of this course. Studying strategic marketing communication from this college will allow me to become more flexible and adaptable that I always wanted to excel in the field of marketing. Studying from Conestoga will certainly help me in my future career. Since marketing is one of the areas that interests me the most, this course will allow me to learn about it in depth. It will provide me with the core and essential support that I need. I want to strengthen my understanding of developing core business and communication strategies such that when I undertake any project in the future, I can plan, execute, and accomplish them as expected by the organisation that I will be working for.

### **Why I want to study in Canada?**

One of the reasons why I want to study in Canada is the excellent quality of life and education that universities and colleges provide to international students. It definitely brings rewarding opportunities and an experience that will benefit me in more ways that I can imagine. I am sure that once I come back to India, I will be more competent than what I am at present. This will certainly help me get the job that I've always dreamt of. Studying abroad will also allow me to travel as I am really passionate about traveling to different places. This wonderful opportunity will massively improve my employability as the course will assist me in learning new skills while I stay here.

### **Language Ability**

I appeared for IELTS earlier this year and score an overall 6.5 bands. This fulfills the college's requirements.

### **Funds to support my study in Canada**

I am thankful to my parents for providing me with all the necessary financial support so that I can pursue my course in Canada. I paid 2500 CAD to reserve my seat along with 15000 CAD for the entire year's fees in this college. Furthermore, I have also deposited GIC amounting to 15200 CAD for my living expenses.

## My future plans

I am quite capable of taking challenges of a post-grad school and will complete my course on time. I assure you that I will make this premier institute proud in my future career. My academic goal is to complete strategic marketing and communication course from Conestoga College and then pursue my employment in the marketing sector. Thus, after completing this course, I will come back to India and start working in a corporate company.



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