**To the attention of:**The Academic Board of the

Master in International Marketing Management

**Motivation Letter for scholarship application**

* Explain your main motivation for applying for the MIMM programme.
* What are your educational and professional expectations?
* What do you think are the talents and the main contributions that you will bring inside the class of the next edition?
* What do you think marketing is and why is the link between marketing and psychology important?
* After reviewing the master's contents, are there any specific themes relevant to this area of specialization that you would like to be addressed during the course?

**Name:**

**Surname:**

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To whom it may concern,

(Type starting here: the page will automatically duplicate if needed.   
Once completed, save it in pdf format)

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**Place and date Signature**

*In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.*