**APPLICANT INFORMATION**

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| **NAME:**  |
| **APPLICANT NUMBER (last 7 digits):**  |
| **E-MAIL:**  |
| **TELEPHONE:**  |
| **EMPLOYER AND POSITION IN THE ORGANISATION (if applicable):**  |

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| --- | --- |
| Your highest previous degree |       |
| Organization that has awarded the degree |       |
| Year of graduation |       |

This letter shall be filled and returned by **all applicants** of the Creative Design Management Master School programme.

You get the Applicant Number from the Studyinfo system (<https://studyinfo.fi/>) after you have filled your application into the system first. Return this motivation letter as a PDF file along with other parts of the pre-task via the electronic form at:
<https://turkuamk.e-lomake.fi/lomakkeet/777/lomake.html>

**MOTIVATION LETTER**

First, discuss your reasons and motivation for applying to the Creative Design Management Master’s Degree Programme. Why are you applying to the Creative Design Management Master’s Degree Programme, in particular, and what are your expectations?

Second, discuss your work experience in relation to your previous studies and the continuum they create with the Creative Design Management Master’s Degree Programme. Assess your practical resources related to studying: for example, how you plan to manage your time and how you will participate to mandatory online sessions (see the “Pedagogic approaches” under “Description” at <https://opinto-opas.turkuamk.fi/index.php/en/21633/en/82523/YCDMVS22/year/2022>), and how will your employer and work community support your studies and related tasks?

**Motivation letter (the text must fit the allocated space (1 page).**