

Freie Universität Berlin

China-Europe Executive Master of Business Marketing

Basic Information and Letter of Motivation

(Please use a word-processing system to fill out this document!)

Private Address:	Business Address:
Surname, Given Name	Company Name
Date of Birth and Place	Department/Division
Street and Number	Street and Number
Postal Code and City	Postal Code and City
Telephone (private)	Telephone (business)
E-mail	E-mail

Please indicate your preferred communication address?

☐ Private address ☐ Business address

Please indicate your invoice address?

☐ Private address ☐ Business address

This document is part of the application. I hereby declare that all the information is true and correct.

Place, Date

Signature

Indications for Letter of Motivation

- Please describe your current company and industry.
- Analyze your market environment, particularly with regard to your business customers/suppliers as well as competitors. How does your company manage challenges arising in Sino-European business relationships?
- On the basis of your analysis, what are major marketing challenges for your company? Where do you see opportunities for improvement?

Please limit your Letter of Motivation to 3 pages!