**MOTIVATION LETTER**

**Cultural Management programme   
Admission 2025**

1. **What sparked your interest in the field of cultural management?**
2. **What topic or area would you choose for your master's thesis, and how would that connect your future career plans?**
3. **Please elaborate, which themes in the curriculum are related to your previous professional or educational activities?**

Kindly provide an answer to each question. Each answer should be at least 250–300 words long.