

**Dear Candidate,**

Thank you for applying to the **BA in Digital Communication & Social Media for Management** study programme at the Faculty of Management, University of Lodz, Poland. As part of the admissions process, we require that each candidate prepares a personal candidate statement. To prepare the statement:

- download the template
- fill in the eligibility statement (first page)
- go to Google Scholar page and type:
  - “digital communication in global marketplaces”, or
  - “social media tools”
  
- from the results provided, choose one text (between 9 and 20 pages in .pdf format);
- read it and complete the second page of the candidate statement;
- make sure that you follow the instructions in the template;
- name the file with the convention: “BAinDCSMM.FirstName.LastName.2023” and save it in the .pdf format;
- upload both files in the admission system together with the rest of the documents.

With kind regards,

**International Office  
Faculty of Management  
University of Lodz**