

Bernd Andersch - N. Dakota Street 123 - 57069 Vermillion – USA

Mr
Frank Meier
- personnel management -
Sample Corporation
Somestreet 10

12345 Anytown

Town, day.month.year

(3 empty lines at least 2)

Re **internship at the XYZ corporation** – advertisement in ABC journal from 01.01.2004
(2 empty lines)

Dear Mr. Miller, (write the person's name if you know it! If not: Dear Sir or Madam,)

(Who I am) as a businessman who graduated magna cum laude, I apply foran internship / job name / a job at the department (same as mentioned in reference)

(description of the required key qualifications and how they were gained) Already during my final thesis I took responsibility for a project. I worked as the team leader in a marketing study, where I was responsible for the evaluation. While doing so I applied different mathematical and statistical methods from the area of quantitative marketing research.

The themes of the marketing concept and the development of new products were a crucial element of my studies. While attending the basic lectures I also attended some additional seminars about this field of studies. One presentation dealt with the processes involved in the development of new products.

In the course of my studies I did an internship in the United States. Here I worked on the launch of a new product in an enterprise producing consumer goods. During this time I got to know Phillip Kotler (some important person in the company) personally at the conference of the Association for Consumer Research (ACR). In his presentation he explained the latest marketing approaches from the US. Some month ago I started to learn Spanish at the Inlingua School.

In July I finished my studies at the University of Therefore I can start to work at your company on November 1. Only if you are applying for a job and the company asked to indicate your expected salary, mention you expectations here. I'm looking forward to talk to you personally.

Kind regards

Berns Andersch