

325 Foxfire Drive, Apt. 214
Denver, Colorado 70962
8 February 2001

Ms. Nancy Zwotny, Manager
Employment and Employer Relations
Burdick Marketing
650 Broadway
Denver, CO 70981

Dear Ms. Zwotny:

I was very impressed last October when I read in Retail News that in one year your firm added seven large national accounts to its client list. And I was especially interested to learn that this success is built upon the power and rapid response of computerized tools for marketing analysis that your personnel have developed. As a senior marketing major at the University of Denver who has a solid background in computerized decision-making, I would very much like to work for Burdick as a research assistant dedicated to developing effective marketing strategies for clients.

To prepare myself for employment in market research, I have taken several classes in data analysis, including two classes in quantitative methods, four in computer science, and one in survey sampling. Also, my many management courses include several in strategic marketing management.

To learn the practical application of concepts I've studied in school, I have worked in selling to consumer and to retailers. Both jobs taught me how unreliable our common-sense predictions about consumer behavior can be and how important it is to research the market before introducing a new product. In addition, my position as vice president of the university's synchronized swim team has helped me develop my leadership and communication skills that will assist me in working effectively with other Burdick employees and with Burdick's clients. One of my responsibilities has been to help this diverse group of fifty people work together to prepare programs they can present proudly to the public.

I hope you will find that my education and experience qualify me for a position with your company. I would welcome the opportunity to meet with you in person to explain my credentials more fully. Next week, I will call your secretary to see if you are able to grant me an interview. I look forward to speaking with you.

Sincerely,

Jeannie Ryan

Enclosure

Letter borrowed from Paul Anderson, *Technical Communication: A Reader-Centered Approach* (New York: Harcourt Brace 1999), p. 47.