

**Rhett Terrier**

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June 15, 20XX

Mr. John Smith  
Vice President of Corporate Marketing  
XYZ Software, Inc.  
285 Appletree Way  
Boston, MA 02215

Dear Mr. Smith:

I am writing to you to apply for the Marketing Internship position posted on the Boston University Questrom School of Business job database. XYZ Software was ranked by Forrester Research as the market leader for web-based learning, and I am eager to work for a company on the leading edge of Internet software development. After attending your company information session, I am confident that I can make an immediate contribution to XYZ Software by applying my marketing background and skills gained through my previous work and academic experiences.

This past summer, I served as the Marketing Intern at *eLearning Magazine*. In this role, I helped the company develop and implement its marketing programs to compete effectively in a crowded marketplace. Using qualitative and quantitative market research, I analyzed the firm's strategic position and recommended market and partner opportunities to strengthen its competitive position. I also helped update their website and analyzed the keyword searches to aid in increasing the site's web traffic.

Outside of my internship, I've also developed my analytical, teamwork, and communication skills through various academic endeavors. For a cross-functional business plan project, I worked in a team of 10 to create a new market product and created hypothetical business plan. To develop a comprehensive integrated marketing communications plan, I developed a survey, examined its results, and conducted a focus group with our target market. During this project, I also assumed a leadership role in both the primary team and marketing sub-team. I managed the scheduling of meetings, established agendas, and edited the final project to ensure all components were complete.

I am eager to work in the eLearning marketplace and bring my marketing and communications experience to XYZ Software. I have attached a copy of my resume to provide you with additional details on my experience and help illustrate how I could contribute to your organization. Please feel free to contact me at (*put your email address here*) or at (*put your cell phone number here*). Thank you in advance for your time and consideration.

Sincerely,

Rhett Terrier