

Motivational Letter for a Learnership Sample

Your full name
Street address
City, State and Zip

Date: 01/01/01

Contact Name
Title
Company or Organization Name

Company Address
City, State and Zip

Dear HR Manager,

I am seeking a marketing learnership and heard about for your company from your ad in "Marketing Times". I am currently a junior at University of "City", pursuing a degree in Marketing channels. I'm very interested in joining your team and using my social networking and direct marketing knowledge in a cutting-edge company like "Name of the company".

As the Vice-President of Membership for the campus marketing club, I have contributed to attracting 30% more members using Facebook and Twitter to reach out to students across our campus. For my project in Marketing Research, I analyzed the marketing campaigns of several of the employers who recruit on our campus to see which methods were most effective for increasing student turnout at their events. Based on these experiences, I have developed a strong understanding of how to connect with the college age community which I am sure would be helpful to your clients. I am looking for an opportunity to develop these skills further and learn more about the marketing business by joining "Name of company" as a summer intern. I will be able to start work in June.

I have included my CV and look forward to talking to you in more detail about how I might contribute to your team. I will contact you within two weeks to set up an interview at your convenience.