September 15, 2009

Mr. Earl Forman

Cool-Tech Agency

778 Waterloo Dr.

Seed Moor, LA 76543

Dear Mr. Forman,

I am writing this application in response to your advertisement in the September 7 issue of the Daily Magazine regarding an internship in your agency. My previous work experiences coupled with my status as a marketing junior at California University makes me the perfect candidate for the internship offered by Cool-Tech.

My coursework has included Advertising and Promotions and Internet Marketing, giving me an excellent knowledge on online social networking. In fact, I have just successfully promoted a number of local bands on social networking sites such as Facebook, MySpace, YouTube, and many others.

Ever since I have taken Advertising courses and gained experience in customer relationship management, I have come to consider media advertising as a serious career option. With this in mind, I am certain that an internship with your agency would not only give me a valuable experience for myself but an equally beneficial output for Cool-Tech. I know that your company has a high standard in terms of product quality and customer satisfaction, and I am confident that the mixture of my education, interpersonal skills, and strong initiative will surely make me an asset to your advertising department.

I would appreciate an opportunity to meet with you to discuss how my skills and determination can make a positive contribution to your company. You can contact me through the phone number indicated in my resume. Thank you for taking time to read my cover letter. I hope for your positive response.

Yours sincerely,

Sam Prince

Enclosure