

Joseph Capernelli
New England College Box 1125
98 Bridge St.
Henniker, NH 03242

Josephina McLellan
Action Marketing Firm
1212 67th St.
New York, NY 10199

Dear Ms. McLellan:

I was referred to you by my mother, Sandy Capernelli, who I understand knows you from her work with Millenium Advertising. I am a sophomore at New England College in Henniker, New Hampshire, with a major in Business and an interest in marketing. I am writing to you not for a job at this point, but to get a better understanding of the world of marketing.

For the past few summers, I have done catering work around Narragansett Bay, putting up tents for functions, preparing, cooking and serving food. This kind of work can be stressful, but I gained a lot of experience multi-tasking in a highly demanding environment. In my classes, I seem to be good at coming up with new ideas. For instance, in one role-playing exercise in class, we had to develop a way to sell a new car. I suggested that we send out keys to potential customers. Only one key would start the car, but of course everyone who received a key would go to the dealership.

I think I would be good at selling ideas to others. I also enjoy sailing on Narragansett Bay.

I am writing this letter to ask you a few questions about what it takes to be successful in marketing. For instance, what do you look for before hiring someone? What should I accomplish to become successful in the marketing and advertising world? Are there job or internship experiences I will need? Particular courses I should take? What would you recommend I do during the summers to prepare for the business world after graduation?

Thank you very much for your time. If we get the chance, I would like to meet you in person someday to discuss these questions in more detail. Meanwhile, I would also appreciate some brief thoughts from you on these points. I can be reached most easily at jcapernelli@nec.edu, or by cell phone at (401) 207-2192. I hope to hear from you soon.

Sincerely,

Josephina Capernelli