


Memorandum

DATE: 5/19/14
TO: BUS 300 Students (Sections 1 & 2)
FROM: Theresa Wernimont 
SUBJECT: Persuasive Letter Assignment

PREPARATION:

For this assignment, you will write a professional cover letter for an internship or employment opportunity. You will need to do some research. Go to <http://www.biz.colostate.edu/careers/Pages/CareerRam.aspx20> to search for and select a potential opportunity related to your concentration. The more detailed the description (e.g. skills required, daily responsibilities, duties, etc.), the easier this letter will be to write. Once identified, be sure to save a copy of the description in some form so you have access to all of the relevant information.

ASSIGNMENT:

Write a professional cover letter for an internship or employment opportunity using a *direct approach* for a persuasive message. Your first paragraph should gain the reader's attention and clearly state that you are applying for a job. Write three to four well-developed, coherent paragraphs (a paragraph for this assignment is a minimum of three sentences); your letter should be a maximum of one page. Make sure to use the AIDA model (BCW, page 204):

- Attention
- Interest
- Desire
- Action

DIRECTIONS:

- Brainstorm ideas for letter content based on responding to an internship or employment description.
- Use the alphanumeric format to write an outline for your letter.
- Develop a personal, professional "header" (letterhead) which includes all relevant contact information.
- Format your letter using the Block Style format on page 374 of your text. (DO NOT include a subject line).
- Address the letter to a specific individual in the organization. You can create a hypothetical name if necessary. Be professional in your choice of hypothetical names.
- Be certain to include a clear statement of action desired (CSAD), dated action (DA), and easy action (EA). The CSAD request for a response must be directed to your phone number or e-mail address. You can create a hypothetical e-mail or phone number for your privacy. Be professional in your choice of hypothetical e-mail address.
- Compose your letter in Word. Take advantage of spelling and grammar tools to identify and correct errors.
- Bring a copy of your job description, outline, and a rough draft of your letter to class Monday, June 2, 2014.
- Submit your completed assignment at the beginning of class Wednesday, June 4, 2014. Be sure to include evaluation sheet, letter, outline, and internship/employment professional advertisement (no newspaper classified ads)-stapled together in the order listed.