

## Letter of Purpose

I am writing to apply for a teaching and research position in (Name of University's) MBA program in English, with an emphasis in Marketing Communication. I am currently teaching at both the graduate and undergraduate levels in the Department of Advertising and Public Relations at (Name of University). With extensive teaching experience, a background working with diverse students, English proficiency, and professional experience in marketing communication, I believe I would make an outstanding addition to your unique program.

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**Comment:** Do you mean M.A.?

**Deleted:** on ...courses at...I strongly believe that my teaching experience in an academic setting, the intensive interaction with students of multi-cultural backgrounds, my English proficiency and professional experience in the field of marketing communication—all make me a qualified candidate for a teaching position in this unique program (... [1])

My involvement with Integrated Marketing Communication (IMC) dates back to my M.A. work in (Name of University's) Department of Advertising and Public Relations where I was introduced to this emerging field. Subsequently, I put my academic training to work as the Director of Marketing Communication for an Israeli high-tech company where I helped revive lifeless software products and connected customers with the company's brand. Since my initial experience with IMC, a decade ago, the field has evolved dramatically to address ever-changing market conditions and technological advances. Nonetheless, two elements of IMC remained unchanged: a holistic approach to communication and an emphasis on the role of communication in strategic marketing management. Because IMC is now being implemented throughout the business world and also in some government settings, I believe that business professionals at any level must be able to understand and incorporate IMC components into their marketing plans. Appropriate courses in IMC should thus become a key component of the training of business professionals.

**Comment:**

Needs a topic sentence, explaining what this paragraph is about.

**Deleted:** Master's degree studies at...s...a yet to be developed new field...Later on, I had the opportunity to implement what I studied ...took an active role in the art of reviving...ing...and developed both conceptually and practically...the Yet, as I see it...main ...The ...the key role...communication plays in...As today at a wide spectrum of entities including corporations, non-profit organizations, agencies...and to some extent government offices--around the globe...are compelled not only to understand the field, but also to...the appropriate ...Thus, selected...n...inseparable ...part ...and educational curriculum ... at an (... [2])

Upon completion of my doctoral studies in international and political communication, I began teaching a variety of courses in (Name of University's) IMC program, including "Advertising and Public Relations Account Planning" and a seminar in "Multi-Cultural Communications." Through this challenging but fascinating experience I rediscovered the field and decided to continue exploring the use of communication in marketing management and consumer behavior. Hence, my scholarly interests focus on the communication and promotion components of marketing from the holistic perspective of IMC. These wide-ranging interests include advertising and public relations management, the development of advertising and public-relations strategies, branding strategies and consumers' interaction with brands, product preferences and purchasing decisions, as well as the way that consumer behavior and insight shape effective brand communications and campaigns.

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**Comment:** It would be better to just name the discipline that you received your Ph.D. in (e.g., English, Business Administration, etc).

**Deleted:** came across an excellent opportunity to teach courses at..., ...as well as ...In both courses I am involved in instructing and developing the course materials. This...and...yet contributed to my re-discovery of the field and elicited...my decision ...the context of .../...the ...mix and its application ...These ...range widely from...Advertising/PR...and the role of communication plays in ...role consumer ...s...play in the shap (... [4])