Dear Mr. Mandell:

Enclosed, please find my application for the college scholarship offered by Mandell Marketing Services. I am in my junior year at Texas Christian University located in Ft. Worth, Texas. I plan to graduate next spring with a dual Bachelor of Arts degree in Business Communications and Business Marketing. I found the Mandell Scholarship Award for Business and Marketing through the university’s website. I reviewed the requirements of the scholarship thoroughly and I believe I am a good candidate for the award.

I am extremely excited about this scholarship opportunity because of your company’s reputation in the field of marketing and advertising. I have studied the activities of your organization over the last several years and I have taken keen interest in your service to the community by way of providing pro bono marketing services for nonprofits. The purpose of the Mandell Scholarship Award for Business and Marketing matches my career goal of securing a marketing position with a nonprofit organization following graduation.

My degree plan focuses on effective methods of communicating with mass audiences though various marketing and communication channels. I am taking additional courses in effective nonprofit management and communication. In my junior and senior years of high school, I volunteered 10 hours a week to a children’s nonprofit to help write and distribute the organization’s newsletter. For the last 2 years, I have worked as an intern on the marketing and public relations team at the All for Kids Academy. To expand my knowledge in the for-profit sector, I will be working as an intern for a company that specializes in creating marketing collateral for businesses this summer.

I am enclosing my application for the Mandell Scholarship Award along with my personal statement for consideration, a sealed copy of my official transcript, my resume and letters of recommendation. I would love the opportunity to meet with you and your selection committee at your convenience.

Sincerely,