Status: Individual Not Started (Due January 31, 2011 2:00 PM )

Case Study #1 (50 points)

You recently graduated from college. You are applying for a position at an advertising agency in another city. Prepare a 2 -3 page typed double spaced letter/paper with a rationalization as to why you feel you would be the best person for the job at that agency. I. Introduction of yourself (name, degree, etc.) II. Name of Agency and State (you might visit their website to view their client list and agency culture) III. Which department you are applying for (Account Service, Research, Creative or Media) and why you want to work in that department and how that department role fits in with the other departments in the agency. IV. Why you would be the best person for the job (previous experience, internship, leadership experience, honors etc.) V. Conclusion

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所需信息：

My name: Xiaoling Zhang

Degree: An undergraduate student form UCO’s advertising department.

Chinese

其余信息可编。