

University of Southern California  
Annenberg School for Communications and Journalism

Letter of Motivation: Markus Miller  
Applicant for September 2014 admission to the Master's in Communication program

Dear \_\_\_\_\_,

I am currently completing my bachelor's degree in North American Studies with a minor in Media Communications at the University of Munich, Germany. Since my focus has increasingly centered on communications, I would like to continue my studies in a graduate communications program in the United States.

After considerable research, I am sure that the Annenberg School with its international reputation for excellence, and worldwide network of alumni is the best fit for my interests and future career. Your faculty expertise in new and social media is especially important to me. A great deal of the literature I have read on the subject has been written by professors at the Annenberg School. I hope to work in corporate communications for an international company. Although organizations are beginning to understand the increasing impact of new and social media, real expertise in the area is just developing.

What I can contribute to the program, in addition to my great enthusiasm for the field, is an international perspective from my studies in Germany as well as varied communication internships in London, Montreal and Munich. I worked as an intern for three months in the London offices of Ogilvy Public Relations Worldwide as an assistant to the social media team designing and implementing social media programs for international clients. Two months at Weber-Shandwick Communications in Montreal, working in their corporate communications group, gave me hands-on experience and an increased understanding of the complexities of corporate communications in a digital world. In my internship in the communications department of HypoVereinsbank in Munich, I was able to help create internal communications for employees during a transition period when the bank changed from a locally owned enterprise to a subsidiary of an international company.

I am an outgoing person and an enthusiastic participant in sports such as soccer, tennis and mountain biking. I have coached a youth soccer team in my hometown near Munich for the past five years. After my graduation in June, I plan to take a 'gap year' that will include a solo backpacking trip through Southeast Asia and nine months as a volunteer English teacher at a refugee center in Thailand.

I appreciate you considering my application and I would be honored to be part of your Master's in Communication program in September 2014. I understand that you will attract the best candidates in the field and I am confident that I would flourish in that environment. Working and sharing with other highly motivated students would be a joy. The recommendation letters you requested have been sent directly to you. Please let me know if you would like any additional information.

Sincerely,