

Max Mustermann | Hauptstraße 4 | 12345 Unistadt

Erika Schwarz
76 University Road
London 12345
England

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Motivation letter: A semester abroad at the University of London

Dear Ms Schwarz,

My name is Max Mustermann, and I am a second-year economics student at the XY-Universität in Hamburg, Germany. My goal is to pursue the master's study programme in international marketing. Therefore, I would like to gain some intercultural experience and perfect my English language skills by spending the 2020 spring semester at the University of London.

After researching universities in the English-speaking world, I have determined that the University of London is the perfect fit for me, as the marketing minor will allow me to develop a specialisation for my bachelor programme. I am especially interested in the online marketing course, as there numerous and wide-ranging opportunities to explore in this emerging field.

My desire to specialise in marketing began during my second semester, when I joined my university's marketing club. This organisation of highly motivated students develops and carries out marketing campaigns for medium-sized local companies.

The University of London is a pioneer in research on international marketing. Publications such as Marketing: The New Approach by Professor Phelps are standard references in this field. Therefore, it would be a great honour to attend lectures by Professor Phelps.

Additionally, I would like to participate in the University of London's marketing student initiative and contribute to the program by bringing my perspective and experience from Germany.

I am an open-minded student, and I see a semester abroad at the University of London as the next challenge in my successful international marketing career. I would be honoured to spend the 2020 spring semester at your institution.

Sincerely yours,

Max Mustermann