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Ms Marion Sweeney
Human Resources Manager
PRT Technologies
10 King Street
Norwich NR3 26P
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Dear Ms Sweeney

Application for a graduate trainee position in marketing, ref. MS/01/grads

I am a final-year student of Economics and Business Studies at the University of Augsburg and am looking for a graduate trainee position in IT consumer marketing. I became familiar with your company and products during my work placement at Fujitsu Siemens so your opening for a marketing trainee is especially interesting to me.

My major is marketing and I have actively used my marketing knowledge both in university projects and in the work placement at Fujitsu Siemens Computers. At Fujitsu Siemens I acquired valuable experience working on two product launches. I also had the opportunity to create an online, internal marketing communication tool for my location.

As part of my degree, I co-founded Uni-Face, a project that promotes the University of Augsburg to the public. My work with Uni-Face has provided practical experience in marketing, public relations and advertising, as well as in how to overcome budget and resource limitations to accomplish marketing goals. An example is my successful outreach to business and community leaders to sponsor university projects and events. This has resulted in over € 8,000 in direct financial support and furthered our goal of higher visibility in the local business community.

A graduate marketing traineeship at PRT would be the ideal next step for me in a high-tech consumer-marketing career. My understanding of the personal computer market in Germany and previous hands-on marketing experience would enable me to contribute quickly as an enthusiastic and resourceful member of the PRT marketing team.

My CV is attached and I would be happy to supply referees who can give you more information about my academic performance and my work placement. I am eager to find out more about the position and would welcome the opportunity to do so in an interview. Thank you for considering my application.

Yours sincerely

Peter Hunzicker

Enclosure: CV