

LETTER TO REQUEST AN INTERNSHIP

604 47th Place, NE
Washington, DC 20019
November 3, 2009

Mr. Robert Blair
Director of Marketing
BB&T Insurance
P.O. Box 777
Woodbridge, VA 22165

Dear Mr. Blair:

We recently had an opportunity to talk at the Xavier University Career Fair. Although I am a freshman, we discussed the possibility of a summer internship at BB&T Insurance. I was impressed with our discussion of your organization and would very much like to be considered for a summer position in marketing.

I feel confident that I have what it takes to function as a marketing intern. During my senior year in high school I had the opportunity to design and develop a marketing project which I called "The Chair Potato." The project (which was an entertainment system in a chair) had to be structured to include the 4 P's of marketing: product, place, price, and promotion. The project also gave me the opportunity to develop a working knowledge of the distinctive marketing terminology that included: target markets, market research and established position. My hard work and diligence paid off and I received an "A" on my project.

The knowledge which I gained from my project, coupled with the opportunity to gain practical experience through an internship would allow me to become a most valuable asset to BB&T Insurance. I look forward to seeing you again on November 16, 2010, when BB&T Insurance recruits on our campus. You may reach me at (202) 582-5289 or mbranch@aol.com.

Sincerely,

Michael Branch