***Alperen MUTLU***

***300462***

***Class: First Year - A***

***IDE 112 Academic English***

**Assignment 2 – Response Paper**

**Covering Letter**

**Dear Mr William,**

I am writing in response to the post of marketing research. As I indicated in our telephone conversation yesterday, I would like to apply for the marketing research position advertised on 09.10.2014 in the UK Daily Express Newspaper. Please find attached my CV summarising my education, qualifications, and experience.

With my undergraduate research background, my training in psychology and English Literature, and my work experience, I believe I could make a valuable contribution to Kingston Bank Corporation in this position.

In February, I will complete my B.A. in English Literature at Bristol University. As part of the requirements for this degree, I am involved in a senior marketing research project that has given me experience interviewing and surveying research subjects and assisting with the analysis of the data collected. I also have completed a course in statistics and research methods.

My experience also includes working part-time as a book keeper in a small independent bookstore with an annual budget of approximately £42,130.  Because of the small size of this business, I have been exposed to and participated in most aspects of managing a business, including advertising and marketing.  As the book keeper, I produced monthly sales reports that allow the owner/buyer to project seasonal inventory needs. I also assisted with the development of ideas for special promotional events and calculated book sales proceeds after each event in order to evaluate its success.

I believe my combination of business experience and social science research training is an excellent match for the marketing research position you described.  Enclosed is a copy of my resume with additional information about my qualifications. I would be happy to meet with you in person to discuss details about this position. If you wish to contact me, you can reach at 053\* \*\*\* \*\* \*\* or by e-mail \*\*\*\*\*. Thank you very much for your consideration.  I look forward to receiving your reply.

Yours Sincerely,

Alperen MUTLU