

## Example of Five-Paragraph Essay

I am excited to see that you are again looking for a new marketing hire for Fall 2004. I was disappointed that you were not able to conduct the search last fall (as well as were you, I'm sure!), and I am still very interested in becoming a member of your faculty. As I mentioned to you then, I believe that I possess the qualities that you are seeking in an assistant professor, and I would again appreciate your consideration for the assistant professor position at OSU. Following is a brief summary of my scholarship, teaching, and professional service qualifications, which I feel presents a strong case for your consideration.

Regarding my scholarship, two years and ten months out of grad school I already have two revise and resubmits at the *Journal of Marketing* (JM), one in the 4<sup>th</sup> round, and one in the 2<sup>nd</sup> round. One of these manuscripts won an honorable mention in the joint JM/MSI *Measuring Marketing Productivity* contest last year, placing it in the top six manuscripts of the over 100 manuscripts submitted. By the end of this year, I will have an additional manuscripts under review at "A" journals, a submission to the *Journal of Consumer Research* (JCR). This manuscript is co-authored by Peter Wright (my dissertation chair), and it stems from my dissertation. I believe my scholarship focus on both new product development (NPD) and on knowledge management fits well with Oregon State's thematic focus on entrepreneurship and sustainability.

As for my teaching, I consistently have excellent teaching evaluations in all courses that I instruct. At the undergraduate level, I have taught marketing management, consumer behavior, business strategy and policy, and business ethics (a course including a large sustainability component), and at the graduate level I am currently teaching Marketing Research. I have experience in both small class settings (average evaluation of 4.8 out of a possible 5.0) and in large class/auditorium settings (average evaluation of 4.6). My fifteen years as an adidas marketing manager in US and Europe have provided me with a solid background in advertising and promotion, personal selling, services marketing, and entrepreneurship, so I could help you effectively meet your teaching needs in these areas. In addition, my adidas work experience involved several ventures that were entrepreneurial or "intra-preneurial" in nature, as well as work examining sustainable and recyclable materials and processes. This has prepared me to teach any additional entrepreneurship and sustainability courses you might want to offer.

Last, in my professional service, I have exceeded NC State's assistant professor requirements in department and university activities over the last two years. Among the activities taken to fulfill my service requirements are speaking in the College of Management's Outreach Speaker Program (speaking to community groups on behalf of the college), working with the US Department of State International Visitors Program, and assembling and moderating a panel of three industry experts for the 2002 and 2003 NC State Graduate MBA Symposium (including one entrepreneur-turned-CEO panelist from the world's largest soccer retailer).

Although I am pleased with my NC State situation, the opportunity to practice my scholarship at a school where the thematic areas of interest are more in line with mine (unlike NC State's exclusive focus on technology), and the opportunity to return to family and friends in Oregon, is very attractive. I would like to take advantage of this opportunity if at all possible, so please contact me with any questions, and I will be available for interviews on August 16-17 at the AMA Summer Conference in Chicago. Thank you for your time and your consideration.