Jake Snyder

302 East Waverly Street

Tucson, AZ 85705

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Eller College Admissions Committee

McClelland Hall 204

1130 East Helen Street

Tucson, AZ 85721-0108

Dear Eller College Admission Committee:

I have the absolute pleasure and honor to be applying to the Eller College of Management this semester. Like many people in this world, I am captivated by advertisements. I love commercials, advertisements, but I don’t love them for the pretty colors, beautiful, or products. I love these things because I think that the science, effort, and money it takes to drive someone to buying a product is unbelievably cool. With this in mind, I am applying to Eller with the intention of majoring in Marketing, adding Entrepreneurship in my senior year, and completing the Sports Management certificate. I plan on taking everything that I have learned in my undergraduate business based classes, and applying that knowledge to the interactive environment the Eller college provides.

Throughout my nearly two years at the U of A, I have been involved in the Theta Xi fraternity. We are a new organization that was founded in just August 2015. I joined this new and undeveloped organization because I was offered a founding father title, other leadership opportunities, and all of the experiences a person gets in a fraternity, without the overbearing cost. I went through the associate member process and became an initiated brother of the Theta Xi fraternity. Within a year and a half, I have had the pleasure of serving as the Treasurer, Recruitment Chair, and I am the sitting Vice President. I have been given the responsibilities of managing finances, working with Excel, delegating responsibilities, planning events, and guiding other great minds to a mindset of success and respect.

In the minimal amount of free time I have remaining, I am also a UGTA (Under-Graduate Teacher’s Assistant) for MIS 111. This has given me an outlet to learn more about MIS, the opportunity to teach others, and to interact in a professional environment. This position has allowed me to learn how to manage my time and finish work efficiently.

I believe that I am an excellent candidate for the Eller College of Management is because I can be so much more than a student once I am involved in the college. I plan on getting even more involved with my fellow student body by joining some of the clubs and societies specific to Eller. I have shown that I have a unique mind, initiative to become a leader, and I plan on applying all of these qualities I obtain into the rich history of the Eller College of Management.

Sincerely,

Jake Snyder