

TO: DR. JAMIE S. SWITZER, PROFESSOR

FROM: ROSE CARTER, STUDENT

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SUBJECT: IMPORTANCE OF MODULE 8 & 14 ASSIGNMENTS

Analysis of the assignment description for the module 8 and 14 assignments present a challenge to me to improve my ability to write professionally in a corporate setting. Module 8 will teach me how to market myself to a company through a sales proposal to the company's marketing director. In doing this, I know I must show, not tell, how I will be an asset and can best use a white paper to market a product. Module 14 will build upon the work I am doing for this assignment (establishing company values and audience) and the work I will complete for module 8. I will use my skills and knowledge to write a white paper. These skills are worth my time and effort because they will aid my pursuit of my long and short-term goals.

My short-term goals include

- Learning to write in a professional manner (avoid meaningless self-praise, unsupported superlatives and hard to understand jokes or language).
- Improving my word choice and sentence structure.
- Building my knowledge of marketing, since I have no experience in that.

Long-term goals I have set for myself include

- Understanding how to market myself to future employers.
- Entering the workforce with experience in writing white papers.

I intend to partner with Estée Lauder for the upcoming assignments. Within the company, I will be working with the company's vice president of global marketing, Sara Donninelli. The audience of the brand is extremely millennial-centric. They have made numerous marketing moves to appeal to the younger generation. For example, Estée Lauder brought on supermodel Kendall Jenner, of the Kardashian family, as the face of the company. Jenner is most famous among millennials. The company also pushes social media initiatives, such as Snapchat stories with Jenner modeling the make-up. In addition, they have their own hashtag #BeautyAttitudes which encourages consumers to post photos with the hashtag when wearing Estée Lauder products.

Estée Lauder's corporate culture revolves around the idea that "every woman can be beautiful."

I will be glad to discuss this sales proposal if further information is needed.

Work Cited

Donninelli, Sara. *Sara Donninelli on LinkedIn*. LinkedIn,
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