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COMM 310

03 September 2018

*Assignment 01: CofC Recruitment*

*Objective* – The objective of these two letters is to convince both the high school student and their parents that choosing the College of Charleston for a higher education would be one of their greatest choices they made. It will allow their child to spread their wings and explore other parts of the world far different from what they're used to, in a good way.

*Target* –

Student: Amy

Demographics: Female, white, single, currently lives with her parents.

Education: Just graduated high school in 2018, she is currently looking for a college to attend, works for her parents' business while applying to different colleges.

What she buys: Purchases clothes, makeup, and occasionally spends money on trips with her friends.

What they do: She enjoys going to New York City when she can, loves to go to the south to explore the beaches and experience hotter weather, and she plays volleyball in her spare time.

*Succeeded?* – We will know whether we have succeeded by seeing how many people decide to apply and/or attend the College of Charleston for the following semester.

*1. Parents of students from Northeast and Midwest*

Your child wakes up in their dorm room clad in CofC merchandise and gear to get ready for the day. After saying their morning greetings to the Resident Assistant on duty, they easily find their way to their first class. Everyone in the class is in the same boat- new city, new friends, new everything- but they still make friends with multiple people in the class effortlessly, including the professor. Your child continues through their day and eventually goes to Liberty Dining Hall to have a nice laid-back dinner of their choice- pizza, pasta, sandwiches- anything you can imagine!

As your child walks back to their dorm after a long day of attending classes and making new friends to study with, they can see the beautiful scenery that makes up Charleston. From all the tall buildings and historical sites, to the Public Safety officers monitoring the city. During the not-so-long walk on the red bricks that make up the Charleston sidewalks, your child can see all of their friends and acquaintances passing by them as they wave to each other and wish each other a good night to continue the wonderful cycle again in the morning.

By attending the College of Charleston, you and your child will easily fall in love with the scenery, safety, and education of the beautiful city. There will be no turning back and your child is guaranteed to be a much happier person during their time at CofC.

2. *High school students from Northeast and Midwest*

What do you think it would be like to wake up in a beautiful bustling city of so many diverse people all around your age? What do you think it would be like to wake up in a city that has all your favorite restaurants within walking distance? What do you think it would be like to wake up in a city that is located right on the ocean? You're probably thinking that that would be amazing, but a place like that couldn't possibly exist.

Well, believe it or not, such a city exists- Charleston, South Carolina. And what makes all this even better is that the College of Charleston is located directly in the middle of these wonderful people, food, and beaches! By coming to the College of Charleston, you won't only be getting the best education in a field that you truly enjoy, but you will also get to enjoy the sandy beaches, the wonderful people, and all the amazing food that is so close to you. So, what are you waiting for? Go ahead and apply to CofC to live a happier, more independent life that helps you learn and grow in more ways than one!