E-mail - Choosing Kellogg 1-Y over Kellogg 2-Y

Intro

Dear XXX,	Dear members of the Admission Office,	Dear Mr. XXX,

Presentation

My name is X. I would like to reinforce my interest in XXX. The Kellogg 4Q program is the ideal program that I am looking for.

Development

I am leading XXX, my company, in Brazil: doing a 2-year MBA would not be viable for me. I intend to return in my Company as soon as possible, to develop it in Latin America, and possibly in other places. Moreover, because of my previous business education (I already earned an undergraduate business degree in XXX), and to the various work experiences I had (XXX), I feel that the flexibility of the curriculum that offers the Kellogg 1Y program is totally adequate with my training needs. On top of my current business, I am also always looking for new opportunities. The fact that Kellogg is keeping pace with business and permanently renews its courses offer let it adapted to the evolution of the economy: this undoubtedly constitutes a strong attractive for me. For example, if admitted in the 4Q program, I am planning to attend "XXX" to discover and better understand the advances in biotechnology, the potential opportunities in this sector, and what could be the best development strategies.

Action

At the end, I picture the MBA as a transforming experience that will enable me to be an even more successful entrepreneur. In conclusion, the 4Q program clearly remains my first choice, and, in reality, my only choice. The Kellogg MBA program is the one that best fits with me; I am not imagining myself attending another MBA program.

Closing

Thank you for you consideration. I look forward to meeting with you again. Best Regards,	I would like to thank you for the invaluable information you provided us visitors with. Sincerely,	Thank you so much for the opportunity and for the kind assistance you provided me with upon my arrival. Thankfully,

YOURNAME

megaron