The following cover letter accompanies Mark Zuckerberg’s resume.

**Your Task.** Analyze each section of the following cover letter written by Mark. After attending lectures and doing the assigned reading, you should be able to list its weaknesses. Write in the space under the table.

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| To Whom It May Concern:  I saw your internship position yesterday and would like to apply right away. It would be so exciting to work for your esteemed firm! An internship would really give me much needed real-world experience and help my career.  I have all the qualifications you require in your ad and more. I am a junior at Texas State University-San Marcos and an Accounting major (with a minor in Finance). Accounting and Finance are my passion and I want to become a CPA and a financial advisor. I have taken Intermediate I and II and now work as a financial advisor with Primerica Financial Services in San Marcos. I should also tell you that I was at Home Depot for four years. I learned a lot, but my heart is in accounting and finance.  I am a team player, a born leader, motivated, reliable, and I show excellent composure in stressful situation, for example, when customers complain. I put myself through school and always carry at least 15 units while working part time.  You will probably agree that I am a good candidate for your internship position, which should start July 1. I feel that my motivation, passion, and strong people skills will serve your company well.  Best regards,  Mark Zuckerberg |

Weakness:

1. Mark didn’t even know the name of the HR, which will leave a bad impression.

2. Mark didn’t list his qualifications and some information about him in the first paragraph.

3. Mark only introduced himself briefly in the body, without any detailed information.

4. Mark didn’t give some contact information (such as a mobile number) and the time he is free to have a interview.

5. Mark didn’t attach a resume with the letter.