

Application Letter (Personal Statement) Guidelines

Application Letters (Personal Statement Letters) are very easy to write and format. The following guidelines will help you prepare the type of standard letter required for OIA program applications.

Content

Your application letter can be fairly short, only three paragraphs. These paragraphs should include:

- **An Introduction Paragraph**
- **A Main (or Body) Paragraph**
- **A Concluding (or Closing) Paragraph**

Note: If you want to use a “**letter format**” style, you can **begin with a greeting** such as *Dear Sir or Madam* before the start of the first paragraph. Other options might be *Dear Program Coordinator*, or *Dear Selection Committee*. You should also **finish with a polite closing** such as *Sincerely Yours*, or *Respectfully Yours*. See the [Application Letter Outline](#) on the next page for more.

Format

Your application letter should contain a heading in the top, left corner of the page. The heading must include:

- Your full name (written in English)
- Your student number
- Your department/major

The paragraphs in your application letter can be formatted using “**block structure**” (spaces between each paragraph), “**first-line indentation**” (the first line of each paragraph is indented 5 or 7 spaces), or a combination of both styles.

First Name Second Name
Student Number: 2014121456
Major: Department of xxxxxx

Dear Sir or Madam:

My name is Name Last Name. I am currently in my second year of studies at KNU, Korea, majoring in IT with a minor in Business Studies. I am applying for the student exchange program at Example University offered by KNU.

For the past two years my studies have centered primarily on introductory level courses in IT and Business Studies. I would like to expand my studies of that field. I noticed that Example University offers a BA in Advertising, PR, and Media, and many of the classes listed in the program are very appealing to me. My goal is to pursue a Master's Degree once I've completed my undergraduate studies, however at this point I'd it would be wise to explore other fields of interest before committing to any particular research area. That is my main reason for applying to this program.

I think that the courses offered at Example University will greatly enhance my understanding of Media and Advertising and will add a useful perspective to my current degree focus. I hope I will be given an opportunity to take advantage of this unique opportunity to add to my academic qualifications. I thank you in advance for your time and consideration.

Sincerely Yours,
Name Last Name

Block Structure

First Name Second Name
Student Number: 2014121456
Major: Department of xxxxxx

Dear Sir or Madam:

My name is Name Last Name. I am currently in my second year of studies at KNU, Korea, majoring in IT with a minor in Business Studies. I am applying for the student exchange program at Example University offered by KNU.

For the past two years my studies have centered primarily on introductory level courses in IT and Business Studies. I would like to expand my studies of that field. I noticed that Example University offers a BA in Advertising, PR, and Media, and many of the classes listed in the program are very appealing to me. My goal is to pursue a Master's Degree once I've completed my undergraduate studies, however at this point I'd it would be wise to explore other fields of interest before committing to any particular research area. That is my main reason for applying to this program.

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Sincerely Yours,
Name Last Name

First-line Indentation Structure

First Name Second Name
Student Number: 2014121456
Major: Department of xxxxxx

Dear Sir or Madam:

My name is Name Last Name. I am currently in my second year of studies at KNU, Korea, majoring in IT with a minor in Business Studies. I am applying for the student exchange program at Example University offered by KNU.

For the past two years my studies have centered primarily on introductory level courses in IT and Business Studies. I would like to expand my studies of that field. I noticed that Example University offers a BA in Advertising, PR, and Media, and many of the classes listed in the program are very appealing to me. My goal is to pursue a Master's Degree once I've completed my undergraduate studies, however at this point I'd it would be wise to explore other fields of interest before committing to any particular research area. That is my main reason for applying to this program.

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Sincerely Yours,
Name Last Name

Combined Block-indentation Structure

The text in your letter should be **font size 12**, and use a clear font style such as Times New Roman, Cambria, Calibri, or Arial.

Note: Remember to **proofread your final letter** for spelling and grammar mistakes. For more help, make an appointment with the [KNU International Writing Center](#)

Application Letter Outline

Dear Sir or Madam *or* Dear Selection Committee,

Paragraph 1: (Your Introduction)

The Introduction explains who you are and what you are applying for:

- **Briefly introduce yourself.**
 - Give your full name
 - Indicate your year of study (first year, second year, etc.)
 - You can provide your study major (and minor, if you wish).
- **State the program for which you are applying**
 - (i.e. *I am applying for...*).
- **Note:** Introduction information can be provided in just two sentences

Paragraph 2: (Your Background and Qualifications)

The Second Paragraph provides important information about your background and qualifications:

- **Explain why you are interested in the program you have selected.** What will you gain from the experience? For example:
 - What kind of knowledge would you like to gain?
 - What skills do you want to develop?
 - What types of activities would you like to be involved in?
 - For exchange/double degree programs, what courses would you like to take?
 - Note: This will probably require two or three sentences.
- **Explain your qualifications.** Why do you think you are a suitable candidate for the program? What special skills do you have that are related to the program? Show that you have those skills. For example:
 - English (or other) language skills
 - Work and/or volunteer experience related to the program or to your major
 - Special courses or projects you have completed at KNU
 - Note: This will probably require at least two sentences.
- **Note:** If possible, explain how the program links to your long-term academic or career goals (this can be done in just one sentence).

Paragraph 3: (Your Conclusion and Final Statements)

The Concluding Paragraph should bring the letter to a nice finish:

- Re-state why you think the program would be a valuable experience (**Note:** you can paraphrase some of the information in Paragraph 2).
- Give a final sentence expressing your hope of being selected for the program or your desire to experience what the program has to offer.
- If you want, you can finish with a closing sentence thanking the reader for their time and consideration.

Respectfully Yours,

Full Name