

## Letter of Recommendation

### **Applicant: Complete this section**

Applicant Name: \_\_\_\_\_

Current Address: \_\_\_\_\_

\_\_\_\_\_

I waive the right to inspect this confidential recommendation. I understand that, according to the Family Educational Rights and Privacy act of 1974, this waiver is optional.

Signature: \_\_\_\_\_

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### **Directions to the recommender:**

The person named above is applying for admission to the School of Journalism and Mass Communications' Marketing Communications Graduate Program at the University of Kansas. You have been selected by the applicant to submit your comments on the applicant's qualifications for graduate work. The information supplied on this form will be used for the purpose of assessing the applicant's qualifications for admission. You may if you wish, respond in the form of a letter instead of filling out this form. Your comments will be held completely confidential if the applicant has signed the statement above.

Please enclose this form in a sealed envelope, sign your name across the seal, and send it to: Program Assistant, Marketing Communications Graduate Program, KU Edwards Campus Regents Center, 12600 Quivira Road, Suite 117A, Overland Park, KS 66213.

Thank you for your cooperation and assistance.

1. How long have you known the applicant? \_\_\_\_\_  
Years Months

2. Under what circumstances have you known the applicant?

3. What are the applicant's primary strengths?

4. From your knowledge of the applicant, how would you assess his/her potential in completing a challenging academic curriculum?
  
5. What is the applicant's primary weakness or liabilities? How might these affect the applicant's performance in a graduate program?
  
6. Please complete the rating by evaluating the applicant in relation to other candidates you have known in a similar capacity.

	Exceptional	Outstanding	Average	Below Average	No Basis for Judgment
Conceptual Ability					
Analytical Ability					
Ability to work with others					
Initiative					
Maturity					
Effectiveness in speaking					
Effectiveness in writing					

Please describe the reference group you are using to make your comparisons.

Please check one: I would...

- strongly recommend
- recommend
- recommend with reservations
- not recommend

...that the applicant be admitted to a graduate program at the University of Kansas.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Organization/College \_\_\_\_\_

Business Address \_\_\_\_\_

City, State, ZIP Code \_\_\_\_\_

Business Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_