# Sample Letter/Template for Requesting Employer Support and Financial Sponsorship for NYU SPS’s Executive Master’s in Marketing and Strategic Communications

Please note that this template should be used only as an example, and should be carefully examined for content that may or may not be accurate or relevant to your situation.

Dear [Senior Executive / Talent Manager Leader],

I am reaching out to you because I am interested in earning my **Executive Master’s in Marketing and Strategic Communications** through **New York University’s School of Professional Studies**. The program is designed for Marketing and Strategic Communications Executives ‘on the rise’ who want to leverage the value of marketing and communications to help drive growth for the companies and organizations where they work. It’s an opportunity for participants to invest in their own career development and up-skilling. This is a strong cohort-based program with fellow professionals drawn from multiple industries who are working to advance their skills and craft a professional path to the C-Suite, or make a pivot in their careers.

I would like to request financial support for the cost of tuition and have laid out key points for your consideration as to why I selected this specific program:

## Top University with Applied Program

New York University is a globally-recognized top research institution, and is well-known for its excellent academic standing, creative approach to teaching and learning, and for being at the forefront of driving innovation and influencing change in various fields. This program comes from a School dedicated to the application of knowledge in a professional context.

## Key Skills Taught in the Program

The program’s curriculum is focused on essential skills that accomplished Marketing and Strategic Communications Executives need in order to advance in their career and maximize the impact marketing and communications can have in driving growth, and enhance the value of professionals in their capacity to lead these functions. The key learning objectives addressed by the program include:

1. Demonstrate the value of human-centered and data-driven marketing and communications insights as a core strategic function driving growth, profitability and brand reputation
2. Acquire the ability to leverage data and technology to design, develop and lead strategically robust and executable growth initiatives and integrated marketing and communications campaigns that drive results and innovation
3. Broaden the portfolio of problem-solving and communication skills, helping professional lead through the complexity of a shifting communications and marketing landscape that is increasingly global in its influences, and constantly transformed by digital technology
4. Extend the participant’s knowledge and exposure to a new industry, in a way that they can integrate and apply their established marketing or communications skills

## Faculty Teaching in the Program

Classes are taught by faculty members of NYU, including senior industry leaders trained in pedagogy along with scholar-practitioners whose research is contributing to our understanding of a broad range of disciplines -- the growth of brands, impact of consumer psychology on decision-making, the role of automation and AI in driving communications, the unique needs of an emerging generation of consumers and professional, along with the role of trust, ethics and purpose in marketing and PR. Regular guest engagements with CMOs, CCOs, and other senior business leaders from operations, technology, strategy, HR, etc., are an integral part of the core curriculum.

The program has received strong support already from industry leaders like Antonio Lucio, former CMO of Facebook who has commented that: “The NYU Executive Masters in Marketing and Strategic Communications provides the right foundation for professionals who want to drive growth in the Age of Trust” and Kathryn Metcalfe, Chief Communications Officer at CVS Health, who has discussed the degree in the context of “Expanding your mind and skill set are critical in our complex and rapidly evolving business environment. This isn't just about differentiating yourself on a resume; it's about finding lifelong inspiration.”

## Cohort-Based, Executive Format

The cohort-based program is designed for busy executives that will be able to complete the program, while continuing to work full-time. The executive style program is low residency, which means that there will be one 3-day in-person introductory immersion at the start of the program, remote instruction and asynchronous content weekly, with classes meeting in-person for 3 weekends (Friday afternoons and full-day Saturday) throughout each semester.

## Program Tuition and Timeline

The program can be completed in 18 months and the tuition and fees are estimated at this time to be around $76,050 in total. These fees are set by the Board of Trustees of New York University and they reserve the right, of course, to alter the schedule of fees.

I am confident my participation in NYU SPS’ Executive Master’s program will greatly benefit the organization as well as my professional growth, and propel my career with [company name] forward. I am very motivated to make sure that I get as much out of this experience as possible. This includes leveraging my learnings in the program at work immediately. The program is designed in a way to support this intention as it is applied in nature, requires frequent engagement of the learnings with real business problems and concludes with an innovation capstone course around a project of my choosing.

I am happy to provide you with any additional information on the program that could help in the decision-making process.

Thank you in advance for your consideration, and I look forward to the opportunity to discuss it with you in more detail.

Sincerely,

[Employee Name]

[Title]

[Contact info]