

How to Write a Letter of Motivation for Universities

The letter of motivation is an extremely important part of your general application and a contributing factor when the university decides which exchange students will fill the places that are available.

A good letter of motivation should contain the following:

- **Knowledge of the host university, the city etc.**

You should always start by doing a research of the host university, the specific programmes, the city and the culture. You must be able to provide the reasons for your choice of university, and it will make your letter of motivation appear professional and well argued. A good idea is to highlight a specific area of focus in which the university or the programme specializes. ALWAYS personalize each letter of motivation!!!!

- **How does the programme/university fit into your programme at ITU?**

Based on the knowledge you have achieved, you should explain in which way the host university/programme will contribute to you programme at ITU. What does the host university/programme or the city offer that is unique and how will it affect you programme? (e.g. Copenhagen is known as being at the forefront in terms of design).

- **How does the programme/host university fit into your plans for the future?**

Does the programme/host university offer something unique, which will help you achieve your future goals (e.g. in terms of a future career path)?

- **What are your qualifications for studying at the host university/programme?**

This may be your programme, specific subjects or projects at ITU as well as relevant work experience, language skills and qualifications at a more personal level; basically, everything which qualifies you to study at the host university.

Remember that by demonstrating your knowledge of the host university, the programme and the culture, you are also making yourself appear as qualified!

Useful Tips:

- **Be specific!** All of your examples and your arguments should be as specific as possible (avoid being vague).
- **Length:** you should never write more than one A4 page.
- **Structure:** your letter of motivation may be divided into a beginning, a middle and an end.
- **Spelling and grammar:** your spelling and grammar should be correct and consistent, and you should by all accounts avoid colloquial language. A good idea is to have someone read through you letter of motivation.