

ACADEMIC ADVISING

EXAMPLE REFERENCE FOR FURTHER STUDY

6 March 2015

Mr J Lucas
Postgraduate Admissions Officer
Nottingham University
Nottingham NG6 8JP

Dear Mr Lucas

Reference for Daisy Wood, MSC International Marketing Management

Daisy has asked me to provide a reference in support of her application for the above course.

Daisy was a student at this University from September 2010 to June 2014 when she graduated with a BSc (Hons) Marketing, 2.1. In her first year, Daisy initially struggled with the transition from school to University and most of her grades were in the 2.2 bracket. However in her second year, her grades improved significantly and she gained B+ (between 60-70%) in International Marketing, International Business Context and Customer Experience Management modules. In her final year, she gained an A grade for her dissertation and graduated with an average of 67% in her last two years of study (which determines the degree classification).

I was also Daisy's Academic Advisor throughout her studies and taught her on the module International Marketing in her second year. As part of her degree course, Daisy undertook a year's placement in London and I was her Placement Tutor during that year. The Placement Manager at the organisation, praised her maturity and ability to handle complex tasks, whilst working there.

As a student, Daisy was reliable, handing work in on time and was always willing to contribute in class. She presented her final assignment in a team, in a very professional and clear manner. The team achieved an A grade (first class) mark in the work undertaken for me and Daisy's individual work was clearly structured and drew on a number of good academic sources.

Daisy achieved high praise from her dissertation supervisor, who commented on her ability to work independently on her research topic, undertake primary research, analyse that research clearly and draw some important conclusions from this.

Whilst at University, she has been Captain of the University's Tennis Club and has been Secretary of the Brookes International Dance Society. In these roles she has shown leadership abilities and a desire to contribute to the life of the University outside her studies.

Daisy has shown she can grow academically during her time here and I believe a Master's degree would allow her to continue this growth. Judging by her performance at Oxford Brookes, I would strongly recommend Daisy to you without hesitation.

Yours sincerely

John Wright BA, MA, PhD