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Mr. Mark Van Dyke, Professor
Marist College
3399 North Road
Poughkeepsie, NY 12601

Dear Mr. Van Dyke:

I am writing to propose an idea for an interactive exercise, which would be performed in a future Public Relations class. The exercise would incorporate an activity where an “on the spot” choice must be composed quickly in a response to a “crisis” situation that might come across in a public relations department or organization. An exercise such as this can help improve critical thinking skills, as well as making decisions against a realistic deadline in professional settings.

The field of public relations fascinates me because it encompasses thorough, 2-way communication that allows for the regulation of mutual benefits between organizations and its publics. Public relations creates a structure that promotes honesty as well as transparency in a professional field, which appeals to my ideals as a professional. My learning style is more hands-on and interactive, which allows for easier adaptability when engaging the work force. The exercise suggestion stated above will help your class engage in a realistic situation of critical thinking, as promote group collaboration. Exercises such as these can help students adjust to think more on their feet as opposed to meeting an extended deadline.

Following acceptance of my proposal, I would like to expect to see the exercise performed in a timely fashion during the next few weeks of your scheduled course classes, preferably Thursday, the 27th. Your response would be most appreciated if received by Monday of next week. I hope to hear from you soon. If you have any questions, please do not hesitate to contact me through the contact information provided above.

Sincerely yours,

Zachary. A. Varga
Public Relations Department