

LETTER OF RECOMMENDATION

MASTER OF SCIENCE IN BRANDING AND MARKETING (MBM PROGRAM)

FACULTY OF ACCOUNTANCY AND COMMERCE, CHULALONGKORN UNIVERSITY

Applicant's Name.....

Dear Recommender,

We thank for your time help us assess intellectual capacity and interpersonal skills of Mr./Ms./Mrs.....
..... He/she plan to apply for the Master of Science in
Branding and Marketing (English Program), Faculty of Accounting and Commerce, Chulalongkorn University.
Your assessment will be kept in confidence and certainly assists us to assess the applicant's success during his/her
years in the program.

Recommender's Name..... Last Name.....

Company's Name..... Position

Address.....

.....

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Telephone..... E-mail

How long have you known the applicant? year (s)

In what capacity, have you known the applicant?

1. Please evaluate the application in accordance to the following criteria

| Qualities/Skills | Exceptional | Excellent | Good | Average |
|----------------------|-------------|-----------|------|---------|
| Intelligence | | | | |
| Maturity | | | | |
| Leadership | | | | |
| Personality | | | | |
| Interpersonal skills | | | | |
| Critical Thinking | | | | |
| Creativity | | | | |
| Writing Skill | | | | |
| Presentation Skill | | | | |

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5. How do you explain the applicant's potential and future career.

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6. Your recommendation:

..... I strongly recommend the applicant

..... I recommend the applicant.

..... I cautiously recommend the application.

..... I do not recommend the application.

Signature

.....

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Date.....

Note: Enclosed this recommendation in an envelope. **Completely seal and sign the envelope before giving it to the applicant.**