(Date)

Dear (Student First Name),

Congratulations! The (School and College of Business) marketing faculty are pleased to nominate you for membership in **Mu Kappa Tau** (MKT), national marketing honor society. The purposes of MKT are to recognize academic excellence and to encourage individuals seeking a lifelong commitment to an exceptional standard of ethics and achievement within the marketing discipline. An invitation to join MKT is an honor for marketing students who have demonstrated academic excellence.

Nominations for MKT are extended only to marketing students that have at least an overall 3.25 grade point average and are in the top 10% (20%) of marketing students with junior (senior) standing. We are pleased to inform you that you meet these criteria.

An invitation to join MKT is simply a way in which the (School and College of Business) marketing faculty honors outstanding marketing students.  Your membership will provide you with access to scholarships, competitions, and programming provided by the national organization. Joining MKT costs only **$60 for a lifetime membership**!

To accept your nomination and join MKT, please complete this online [MKT New Membership Form](http://events.constantcontact.com/register/event?llr=s5xxfqpab&oeidk=a07eg3t79wyba7c3800) and submit your lifetime membership fee of $60 via PayPal. The deadline to join MKT this semester is **(Date)**.

Those who join are invited to attend the Mu Kappa Tau induction ceremony on (Date/Time/Location). At this ceremony you will be recognized for your academic achievement and presented your MKT membership pin and certificate.

On behalf of the marketing faculty, we applaud your academic excellence and congratulate you for qualifying for this national honor.

Sincerely,

(Professor Name)

(School)

(Contact Info)