The purpose of this memo is to discuss my Job Application Package for Accenture and the Boeing Company. The memo is separated into three sections: audience analysis, which addresses knowledge of these companies; job description, which gives an overview of the two job ads and their desired candidate qualifications; and rhetorical analysis, which provides the strategies and tactics used to adapt my resume and cover letters for each job.

**Audience Analysis**

**Accenture**

Accenture is a global management consulting, technology services, and outsourcing firm. The company employs approximately 177,000 people and has clients, including more than three quarters of the *Fortune* Global 500, in over 120 countries. The company is deeply committed to client satisfaction, as 99 of their top 100 clients in fiscal year 2008 have been clients for at least five years. In particular, Accenture’s management consulting branch offers services such as customer relationship management, finance and performance management, process and innovation performance, risk management, strategy, supply chain management, and talent and organization performance. As stated on its website, Accenture management consulting “[helps] clients turn theory into thought, thought into action and action into high performance.”

**The Boeing Company**

Boeing is one of the world’s leading aerospace companies and the largest combined manufacturer of commercial jetliners and military aircraft. The company also produces a variety of rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles, and advanced information and communication systems. Headquartered in Chicago, Boeing employs more than 157,000 individuals in 70 countries and has customers in more than 90 countries around the world.

**Job Description**

**Accenture**

Accenture’s Management Consulting Intern Analyst position in Philadelphia, PA has several basic requirements as well as desired qualifications and specific responsibilities. The candidate must have a graduation date between December 2010 and June 2011 and is preferred to have one of the listed majors, which includes industrial engineering. The job ad heavily emphasizes analytical and problem solving capabilities: “Conducting industry and client research and analysis to identify opportunities for improvement” is a listed responsibility, while “Ability to work creatively and analytically in a problem-solving environment” is a stated job requirement. Furthermore, according to the ad, the intern “will be at the core of understanding and responding to [Accenture’s] client business challenges.” As evidenced
by this description and also by the company culture, the candidate should be focused on and dedicated to client support.

**The Boeing Company**
The ad for SSG SW Industrial Engineering Intern position with Boeing in Long Beach, CA includes specific requirements and a variety of desired skills and attributes. Boeing prefers, at minimum, a college sophomore majoring in industrial engineering with an overall GPA between 3.3 and 4.0. In addition, the candidate must possess knowledge of industrial engineering principles with general business and technical skills. The position description section specifically mentions that interns “will be aligned in virtual teams to work collaboratively on concurrent improvement projects.” Thus, the candidate must also demonstrate strong leadership and teamwork abilities.

**Rhetorical Analysis**

**Resume**
My resume was tailored to the Accenture position and, as such, emphasizes my background in problem-solving and analysis. In general, the resume uses a chronological layout, detailing past internships, leadership experience, and campus activities from most recent to earliest. There is, however, one exception: In the leadership experience section, the position of Secretary with the Institute of Industrial Engineers is most recent, but I have Alternative Fundraising Chair with Springfield THON listed first. In this case, I feel much more devoted to and have done a great deal more with Springfield than I have with IIE. I have more to share about everything I have accomplished with Springfield, and I hope to draw the reviewer’s attention to my work with this organization over all others.

**Cover Letters**
My letter to Accenture is addressed to Elizabeth Lau, a recruiter with the company that arranged an interview for me last spring and with whom I have been communicating for the past year. I chose to focus the education paragraph on the fact that I have two majors and a minor – I have been taught both to examine individual components and to look at the macro effects of a process, and my diverse educational background could be quite advantageous as a management consulting intern. For the experience paragraph, I discussed the creation of a Microsoft Sharepoint workflow system as an example of my problem-solving and analytical abilities in my internship last summer. My hope is that this section will strengthen the reader’s and the company’s confidence in my skills as well as my ability to put them to practical use.

For Boeing, unfortunately, I did not have a personal contact to whom I could send a job application, hence the generic salutation. Additionally, the company has offices all over the world; I felt that my letter would stand a better chance if sent to the job locale’s specific office rather than to corporate headquarters. Boeing’s job ad gave me the impression that the position required a fairly extensive background in industrial engineering. Therefore, I focused much of the education paragraph on different experiences within my industrial engineering curriculum. I then turned to evidencing my teamwork and leadership, another major focus of the Boeing job ad, in the experience paragraph, discussing my role as Alternative Fundraising Chair with Springfield THON.