

Guide to writing your motivational letter for RUC

This guide is for you who are about to write a motivational letter to apply for a bachelor programme at RUC via quota 2.

We can't guarantee your admission by following this guide, but it can be a really good idea to find inspiration in the following advice.

Firstly – what is a good application?

In RUC Study & Career Guidance we often get asked about the “recipe” for a good motivational letter or to read them and give feedback. There are several reasons why this isn't possible and why it's not even constructive. The most important reasons are:

- If there were a standard recipe for a good motivational letter, everyone would write the same letter. Then there would be no frame of reference to assess the applications differently.
- It's not possible to give an objective answer to what to write in a motivational letter is. A good motivational letter starts and ends with you, and you know yourself better than we do.

Your motivation, experience and conceptions are what sets you apart from other applicants. To write a good motivational letter, you should reflect on these factors and relate them to the programme you're applying for. That's what we want to try and help you do with this guide.

The formalities

A motivational letter should not exceed 1-1½ pages. There are no guidelines for font size, spacing or word count – that's up to your own judgment. This is because your written presentation is also part of the overall assessment of your application. The most important things to keep in mind when writing your motivational letter is:

- The emphasis should be on [the basic section](#) of the programme – but you're welcome to include [the bachelor subjects](#) you may already have thought about choosing.
- If you're applying for more than one bachelor programme at RUC, you must write a motivational letter for each of the programmes.
- If you're applying for one of the English-taught programmes, the motivational letter must be written in English.

The content of the application

In your application you should reflect upon the following three themes:

- 1) Why did you choose this specific programme at RUC?
- 2) How does your experience relate to that programme?
- 3) Which expectations do you have for studying at RUC/the programme if you're offered admission?

How you structure your motivational letter is up to you, so consider this carefully. The letter should be written in a fluent language, be grammatically correct and easy and interesting to read. Consider using paragraphs and headers to make a clear and visible structure.

In the following sections you can find inspiration to prepare yourself to write about the three themes.

1) Why did you choose this specific programme at RUC?

To be able to write something about this, it's a good idea to investigate the bachelor programme's subject area, organization and working methods. You can do this by e.g.:

- Read more about the programme's overall objective and the competence profiles it prepares the ground for. One way to do that is read the programme's study regulations.

- Read about the programme structure here or in the study regulations.
- Read the individual course descriptions which contains information about e.g. the composition of theory, method, practical elements and how progress and working methods are intended to work. You can find descriptions on study.ruc.dk – choose “basic courses and projects” under the programme you’re applying for.
- Visit our university, talk to guidance counselors and participate in Open House, where you can talk to students and teachers. Find our next Open House event [here](#).

Think about where you first heard about the programme, why you noticed it and how you got the notion that it could be something for you; what caught your attention?

- Which keywords do you take special notice of when you read about the programme and why?
- What inspires you and sharpens your interest – why and in what way?
- What seems particularly challenging or relevant for you?
- Are there any concrete aspects of the programme that you already know that you want to immerse yourself in or explore further?

2) How is your experience related to the programme, you’re applying for?

It’s important that you link the programme to your own experiences. Maybe you concerned yourself with the programme’s subject area in different contexts? It could also be completely different things that you think qualifies you for the studies – e.g. work experience, stays abroad, folk high school, hobbies and/or volunteer work. Learn more about what RUC considers relevant experience for the specific programmes in the different [quota 2 criteria](#).

Also describe any connections between the programme you’re applying for and activities or special engagements you’ve participated in in other contexts than education. This could be things that are significant for your interest in the specific subject area or have given you specific competencies that you can relate to the programme at RUC.

3) Which expectations do you have for studying at RUC/the programme if you’re offered admission?

If you have any expectations that you think accentuates specific aspects of you as a person and student – e.g. certain ambitions, your engagement or interest in other aspects of the programme and the university - you can include it if you find it relevant. Try to put your expectations for the programme on a personal and academic level into words. Here are some questions you can use as inspiration:

- How do you imagine the daily study life? How will you participate in it?
- What can you contribute with – personally and professionally?
- How will you be a part of the cooperation with other students, influence the study environment, the programme, the university etc.?

Remember that both the motivational letter and your experience counts towards the overall assessment of your application. If you’re not offered admission, it doesn’t necessarily mean that you wrote a bad motivational letter – it could just mean that other applicants had more relevant experience than you. Conversely, it’s important to remember that even if you don’t have a lot of experience, there is much to be gained by writing a well-reflected motivational letter!

We hope that this guide can help you to a constructive reflection and writing process and that you now have some ideas as to how you can write a good motivational letter. Best of luck 😊