

DATE: October 8, 2008

TO: Marketing and Communications Department Faculty,
Maryland Universities and Colleges

FROM: Stacy Young Correll, Scholarship Coordinator
Baltimore Chapter of American Marketing Association

SUBJECT: 2008 Undergraduate Marketing Education Scholarship Awards
One First Place Prize: \$2,500 Award
Two Second Place Prizes: \$500 Book Scholarship Awards
(Deadline: Tuesday, December 2, 2008)

The Baltimore Chapter of the American Marketing Association (AMA) is now accepting applications for its 2009 Undergraduate Marketing Education Scholarships, which will be awarded to three exceptional undergraduate students in marketing or a marketing-related degree program in Spring 2009. For this year's competition, we are pleased to offer a first place prize of \$2,500 and two \$500 Book Scholarships for runner-up winners. We would appreciate it if you would announce the availability of these scholarship offerings in classes with students who will be juniors and seniors as of September 2009 (sophomores and juniors at present) and are pursuing a marketing or marketing-related major.

These merit scholarships seek to contribute to the educational development of motivated students in the general field of marketing. Selection will be based on an application containing questions on work experience, extra-curricular activities and aspirations toward a career in marketing. Since these are merit scholarships, as opposed to being based on financial need, students with a 3.0 GPA (B average) or better have the best chance of being selected as the recipients. For all finalists, the application process may include an interview with the scholarship selection committee.

The applicant must be a full-time student attending a 4-year College or University in Maryland, with credits equivalent to the status of junior or senior as of September 2009. You may provide eligible applicants with copies of the attached application or forward them this e-mail. The deadline for application is Tuesday, December 2, 2008. The \$2,500 first place award and two \$500 book scholarship runner-up awards will be disbursed through the Financial Aid Offices of the recipients' schools, to be used for payment toward tuition, books or other school supplies during the 2009-2010 school year.

The Baltimore Chapter of the AMA has developed these scholarship offerings to contribute to higher education in the region. We believe that this is a quality opportunity for marketing students to become familiar with the American Marketing Association and its resources – at both the national and local level.

Please contact me at 410-884-6142 if you need additional information. Your assistance is very much appreciated.

On a separate, double-spaced, typewritten sheet, select one of the following and describe:

A) Your leadership or involvement in a Student AMA Chapter or other marketing related organization.

OR

B) Your leadership or involvement in other voluntary organizations (community group, fraternity/sorority, sports activity, etc.).

III. Career Plans and Preparation (20%)

On a separate, double-spaced, typewritten sheet, describe your career plans and goals. Explain why you are interested in a career related to marketing. Summarize what you have done or plan to do in order to prepare yourself for your career. Include all relevant work or internship experience. Note that this should, essentially, be a creative marketing plan for you. How would you differentiate yourself or your experiences from others of your age or education? How could you apply the four P's of marketing to yourself, such that you may successfully target whichever industry you desire? Be insightful and realistic in your answer.

IV. References

Please supply two references. One must be from a Professor and one from a previous employer or internship supervisor.

Reference #1 – Professor's Name: _____

College: _____

Position: _____

Phone: _____

Reference #2 – Employer's Name: _____

Company: _____

Title: _____

Phone: _____

V. Ethics Statement:

I declare that the information contained in this application is true and accurate, and the work included is my own.

Signature

Date