



**Baltimore Chapter of the American Marketing Association
2016 Undergraduate Marketing Education Scholarship Offerings
One (1) First Place Prize: \$3,000 Award
Two (2) Second Place Prizes: \$1,000 Book Scholarship Awards
Four (4) Third Place Prize: \$500 Book Scholarship Awards**

GUIDELINES:

1. Applicant must be a full-time, undergraduate student attending an accredited college or university in the state of Maryland.
2. Applicant must be pursuing a Bachelor's degree in Marketing or a related course of study (i.e. general business, communications, English, advertising, public relations, market research, etc.).
3. Applicant must have enough credits (45+) to qualify him/her as a junior or senior as of December 30, 2016.
4. This application must be postmarked no later than Friday, December 30, 2016. The awards will be made at the Baltimore Chapter Marketing Excellence Awards Ceremony in Winter 2017.
5. Applicant must be available for a phone interview with Scholarship Selection Committee in January of 2017.
6. Applicant must use proceeds of scholarship towards payment of tuition, books or other school supplies.
7. No applicant shall receive the First Place Scholarship Award more than once.

Deadline: Friday, December 30, 2016

Mail a hard copy to: Takisha Toler, Vice President of Collegiate Relations, AMA Baltimore

3211 Fait Avenue, Baltimore, MD 21224

Or email to: Becky Godboldte, Director of Scholarships at becky@amabaltimore.org

APPLICATION:

Applicant's Name: _____

Local Address: _____

Cell Phone: _____

Home Address: _____

Parents' Phone: _____

Email Address: _____

University/College: _____

Degree and Major/Minor(s):

Circle your full-time, undergraduate status as of September 2014: Junior Senior

I. Academic Achievement (40%)

A) Cumulative GPA: _____

B) Major GPA: _____

C) Please mail an official transcript from last semester completed. You may send all other parts of the application electronically.

D) Please list any academic honors or awards you have received:

II. Leadership and Related Activities (40%)

On a separate page, 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 page, 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/Email: _____

Reference #2 – Employer's Name: _____

Company: _____

Title: _____

Phone/Email: _____

V. Ethics Statement:

I declare that the information contained in this application is true and accurate, and the work included is my own. If your application is sent electronically, typing your name and the date here will serve as your official signature.

Signature Date