2018 *Undergraduate Marketing Education Scholarship Offerings*

The Baltimore-AMA Undergraduate Marketing Education Scholarship has been provided to undergraduate students for over 10th year. This scholarship program seeks to provide students a financial resource that encourage and supports education in the Marketing discipline.

- 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

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GUIDELINES:

- Applicant must be a full-time, undergraduate student attending an accredited college or university in the state of Maryland.

- 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.).

- Applicant must have enough credits to qualify him/her as a junior or senior as of January 2018. (Note: Students must be enrolled in the Fall 2018 academic semester as the scholarship can be applied in the Summer 2018, Fall 2018 or Spring 2019.)

- This application must be postmarked no later than Friday, April 1, 2018. The awards will be made at the Baltimore Chapter Marketing Excellence Awards Ceremony in March 2018.

- Applicant must be available for a 30 minute phone interview with the Scholarship Selection Committee during April 9-13, 2018.

- Applicant must use proceeds of scholarship towards payment of tuition, books or other school supplies.

- No applicant shall receive the First Place Scholarship Award more than once.

Deadline: Friday, April 1, 2018
Submit application to:
Dr. Takisha Toler,
Vice President of Collegiate Relations,
AMA Baltimore
2245 Tommys Drive
Westminster, MD 21157
or via email at takisha@amabaltimore.org

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APPLICATION:

- NAME:
- LOCAL ADDRESS:
- CELLULAR PHONE:
- PERMANENT ADDRESS:
- PERMANENT PHONE:
- EMAIL ADDRESS:
- COLLEGE/UNIVERSITY NAME:
- DEGREE (MAJOR/MINOR):

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ADDITIONAL APPLICATION REQUIREMENTS:

- Students must submit the following items with their application form:
  - An Official Transcript from the accredited college, or university, in the state of Maryland that the student is currently attending.
  - A copy of the applicants resume.
  - Two Letter of Recommendation forms. (One must be from a Professor and one from a previous employer or internship supervisor.)
  - A 3 minute maximum Personal Statement Video

PERSONAL STATEMENT VIDEO INSTRUCTIONS:

Develop a personal brand statement video as they relate to the following items:

- Your leadership or involvement in a Student AMA Chapter or other marketing related organizations
- Your leadership or involvement in other voluntary organizations (community group, fraternity/sorority, sports activity, etc.).
- Your career plans and goals as they relate and impact the future of marketing.
- Answer the following question: As a marketer, how would you extend the reach of the Baltimore American Marketing Association to college students.

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 display of your personal brand. 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. Be as creative as you desire with your video.

All videos must be submitted in MP4 format. Videos must not exceed 3 minutes in length.

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

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LETTER OF RECOMMENDATION FORM

Please submit reference directly to Dr. Takisha Toler at **takisha@amabaltimore.org** by April 1st, 2018.

- APPLICANTS NAME:
- NAME OF REFERENCE:
- REFERENCE EMAIL ADDRESS:
- REFERENCE PHONE:

To be eligible for nomination, the student asking for this reference needs to exhibit the following characteristics:

- Applicant must be a full-time, undergraduate student attending an accredited college or university in the state of Maryland.
- 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.).
- Applicant must have enough credits to qualify him/her as a junior or senior as of January 2018 with graduation occurring after December 2018.

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PLEASE COMPLETE THE FOLLOWING QUESTIONS

1. In what capacity do you know the nominee?

2. How does the nominee exhibit team-oriented behaviors and respect for others? Provide an example.

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3. How does the nominee demonstrate the traits and skills to be described as a leader among their peers? Provide an example.

I would ☐ Highly Recommend ☐ Recommend ☐ Not Recommend this applicant for the 2018 Undergraduate Marketing Education Scholarship.

/ /

Signature Date

Please submit reference directly to Dr. Takisha Toler at **takisha@amabaltimore.org** by April 1st, 2018.