



## **AMA Iowa Student Scholarship Eligibility Requirements & Application Process**

The Iowa chapter of the American Marketing Association seeks to recognize outstanding leadership, high academic achievement, and active participation in the marketing profession by awarding one \$500 scholarship to an AMA Iowa collegiate student member. This scholarship is for undergraduates enrolled in an accredited institution of study during the 2009-2010 academic year.

### **Eligibility requirements**

- Full-time students (must carry at least 12 credits per semester) who are currently of junior or senior class standing during the 2009-2010 academic year.
- Students must be current members of AMA either through an independent membership or through the student chapter of an accredited Iowa four-year college or university.
- Cumulative GPA of 3.0 or higher.
- Applicants must express intent to pursue a career in marketing, marketing communication, advertising, or related career.

All applicants will be considered with no bias to race, ethnicity, gender, age or sexual orientation.

### **Selection criteria**

- Academic achievement
- Demonstrated leadership in the student AMA chapter
- Strength of application and recommendation letters

### **Award Process**

Selection will be based solely on the eligibility requirements and selection criteria. The AMA Iowa Board of Directors will appoint a Scholarship Committee to review applicants and recommend an award recipient. This recommendation will be made to the AMA Iowa Board of Directors in December. All applicants will be notified of the decision within a week after the decision is made.

The recipient of the scholarship will be recognized at the AMA Iowa NOVA Awards ceremony in May of the following year. The selection will also be announced to local media, mentioned on the AMA Iowa web site, and possibly recognized in other venues.

If for some reason the selected individual declines the award or otherwise becomes ineligible, an alternative candidate may be selected. The AMA Iowa Board of Directors reserves the right to withhold the award if they determine there are no candidates who meet the eligibility requirements and selection criteria.

## **Method of Disbursement**

The Iowa Student AMA Scholarship winner will receive a \$500 award in the form of a university bookstore gift card or bookstore credit. The award is intended to be used for textbooks or course materials in support of the student's academic objectives. The award will be presented by January 15, 2010, and is contingent upon confirmation from the recipient's college financial aid or registrar's office that he/she is enrolled as a full-time student with a minimum of 12 credits per semester.

## **Application Process and Deadline**

Students who wish to be considered for the \$500 AMA Iowa scholarship should review the eligibility requirements and selection criteria above, then send a letter including all of the following information to: Vicki J. Wade, Grinnell College, 1119 6<sup>th</sup> Ave., Grinnell, Iowa 50112. Letters must be postmarked by Tuesday, December 1, 2009.

Information to include in the letter:

- Your full name
- Your school address and permanent address (if different from school address)
- E-mail address(es)
- Phone number(s) including numbers where you may be reached during school breaks.
- College or university attending, major field(s) of study, and cumulative GPA (which will be verified prior to funds being distributed)
- Anticipated graduation date

In addition, please answer the following questions in the letter:

- How have you demonstrated academic achievement in the marketing, marketing communication, advertising or public relations profession? (If you have also demonstrated achievement in your work experience, internships, etc., please also include that information.)
- How have you demonstrated leadership in the student AMA chapter?
- What are your plans for after graduation?
- Why do you feel you should receive this scholarship?

Please attach at least two, sealed letters of recommendation – one from a marketing professor or instructor at your school – and return these application materials by Tuesday, December 1, 2009.

## **Questions?**

Contact Vicki J. Wade, AMA-Iowa Chapter Director of Collegiate Relations at [wadev@grinnell.edu](mailto:wadev@grinnell.edu) or 641-269-3044.