

DATE: December 12, 2016

TO: AMA Collegiate Members, Greater Richmond Region Colleges & Universities

FROM: Pauline Singleton, Director of Collegiate Relations
Richmond Chapter of American Marketing Association

SUBJECT: **2017 Robert R. Barber Endowment Fund for Scholarship and Training Awards**
First Place Award: \$3,000 Scholarship
Second Place Award: \$1,500 Scholarship
Third Place Award: \$500 Scholarship

(Deadline: Friday, February 17, 2017)

The Richmond Chapter of the American Marketing Association (AMA) is now accepting applications for its 2017 Robert R. Barber Endowment Fund for Scholarship and Training Awards, which will be awarded to three exceptional undergraduate students in marketing or a marketing-related degree program at the Richmond AMA's April 2017 luncheon.

For this year's competition, we are pleased to offer a first place award of \$3,000, a second place award of \$1,500 and a third place award of \$500. Please consider applying if you are a full-time student who will be graduating no earlier than December 2017, an AMA Collegiate member and are pursuing a marketing or marketing-related major (Communications, etc. with supporting marketing courses).

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 will include an interview with the scholarship selection committee.

You may provide eligible applicants with copies of the attached application or forward them this e-mail. Applications may be submitted electronically; however, we do need hard copies of transcripts. ***The deadline for application is February 17, 2017.*** The scholarship 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 2017-2018 school year.

The Richmond 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 804-828-2357 or pauline.singleton@vcuhealth.org if you need additional information. Feel free to pass this information on to other students who you feel would be interested in this scholarship opportunity.



Richmond Chapter of the American Marketing Association

2017 Robert R. Barber Endowment Fund for Scholarship and Training

First Place Award: \$3,000 Scholarship

Second Place Award: \$2,000 Scholarship

Third Place Award: \$500 Scholarship

GUIDELINES:

1. Applicant must be a full-time, undergraduate student attending an accredited college or university in the Greater Richmond region.
2. Applicant must be pursuing a Bachelor's degree in Marketing or a related course of study (i.e. general business, communications, advertising, public relations, market research, etc.).
3. Applicant must be a collegiate member of the AMA.
4. Applicant must be scheduled to graduate no sooner than December 2017.
5. Applicant must be available to interview with Scholarship Selection Committee in March 2017.
6. Proceeds of scholarship will be paid directly to the students' college or university towards payment of tuition, books or other school supplies.
7. No applicant shall receive the First Place Scholarship Award more than once.
8. The scholarship application must be postmarked no later than February 17, 2017. The award will be made at a Richmond Chapter of the AMA luncheon in April 2017.

Application Deadline: February 17, 2017

Mail a hard copy to:

VCU Health ATTN: Pauline Singleton
P.O. Box 980275
Richmond, VA 23298--0275



2017 Robert R. Barber Endowment Fund for Scholarship and Training Awards Application

Applicant's Name: _____

Local Address: _____

Local Phone: _____

Home Address: _____

Home Phone: _____

Email Address: _____

University/College: _____

Degree and Major(s): _____

Anticipated Graduation Date: _____

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/current 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. If your application is sent electronically, typing your name and the date here will serve as your official signature.

Signature

Date