



American Marketing Association – Austin Chapter

Collegiate Scholarship Program

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**American Marketing Association – Austin Chapter Scholarship Application
SPRING 2008**

APPLICATIONS DUE MARCH 2, 2009.

Winners will be notified via email by April 6, 2009.

Award presented at the April AMA Luncheon.

Eligibility

Student applicants must meet the following criteria:

- Currently enrolled at The University of Texas, Texas State University or St. Edward's University
- Be a member in good standing of the respective American Marketing Association collegiate chapter as verified by the student chapter advisor
- Have a minimum 3.0 grade point average on a 4.0 scale in their declared major
- Must be a sophomore, junior, first semester senior, or graduate student with at least one semester remaining

Application Form

Applicant Name: _____

Permanent Address: _____

School Phone number: (_____) _____

Home/Cell Phone number: (_____) _____

E-mail address: _____

Current academic classification:

_____ Sophomore _____ Junior _____ First semester senior _____ Graduate

GPA: _____ on a 4.0 scale in declared major

Signature of chapter advisor verifying student is an AMA collegiate chapter member in good standing:

Chapter Advisor

DISCLOSURE

I hereby certify that the information provided in this application is, to the best of my knowledge, true and correct. I have not knowingly withheld any fact of circumstances that would jeopardize consideration of this application.

➤ Applicant's Signature Date

SCHOLARSHIP PROCESS

All material to be postmarked by March 2, 2009.

Must Include:

- Completed Application form
- A typed cover letter telling us why you feel you should be awarded the scholarship
- Resume: to include extracurricular activities and awards/honors
- Essay (1-2 pages) – See Topics on Page 3

Applications should be mailed to:

AMA Austin
Spring 2009 Scholarship Program
P.O. Box 141668
Austin, TX 78714-1668

The applications will be judged based on the following scoring system:

Essay	60 points
Cover letter	35 points
Extracurricular Activities/Awards/Honors	5 points

ENTRIES POSTMARKED AFTER MARCH 2, 2009 will receive a 10 point deduction. Please submit your package on time. Entries will not be accepted after March 9, 2009.

WINNER:

All applicants will be notified of their scholarship award status by April 6, 2009. The scholarship recipients will be invited to attend the April AMA professional chapter monthly luncheon, free of charge, to be recognized for their accomplishments.

Two winners will each be awarded one \$1,000 scholarship.

ESSAY

Please submit an essay, on any one of the following subjects: (1-2 pages)

1.) Web 2.0 is the next generation of marketing (social networking, blogs, viral video). As people become less responsive to traditional marketing, marketers have become creative in their efforts to reach them. Give an example of a company that has employed a Web 2.0 strategy. Was this strategy successful? Which area(s) of marketing do you think has the most potential in the future? Ideas: Cisco Systems - Ciscoblog.com, Office Max – www.elfyourself.com.

2.) Word of mouth marketing (WoM) is a difficult area for many companies. Explain some of the advantages and disadvantages of WoM. Give an example of a company that has utilized this strategy (such as Google). How did they do it? What were the results? In your opinion, is WoM better or worse than traditional marketing mediums (such as whitepapers, webinars, tradeshow)?

3.) Branding is imperative to a company's success. While some brands are solid (Coca-Cola, Microsoft, GE), others are forgettable. In the past few years, several companies have received bad publicity (Merck, McDonalds, Tylenol). Pick a company. What strategy would you employ to repair this company's brand?

4.) Explore two competitors in the market. What have you observed is their strategy to stay ahead of the competition? Give your recommendations on which company you think is "winning" and/or how would go about getting a better edge on the market. Give your marketing recommendations for the companies you select.

Ideas: Wal-Mart versus Target, Toyota versus Ford, HEB versus Randalls