



**American Marketing Association, Oregon Chapter
Official Scholarship Rules**

Eligibility: The Oregon Chapter of American Marketing Association Scholarship is open to any full-time (12+ credits) undergraduate student over the age of 18 who has declared their major as Marketing at Portland State University and is a member of the Portland State University American Marketing Association Chapter.

Application Requirements:

- (1) **The Application Requirement:**
Applicant must complete the application provided.
- (2) **The Essay Requirement:**
Applicant must submit an essay double spaced, 12-point font on 8.5 x 11 paper and no longer than 2 pages in length. In the essay please address the following questions:
 - (a) Why are you a good candidate for this scholarship?
 - (b) Why does the field of Marketing interest you?
 - (c) Where do you see yourself in ten years and how will marketing have helped you get there?
- (3) **The Resume Requirement:**
Applicant must submit one resume outlining work, Marketing, classroom work and volunteer experience.
- (4) **The Transcript Requirement:**
Applicant must submit a copy of their most recent transcript (can be unofficial).

Selection Criteria: Applicants will be judged upon the application requirements listed above. The panel responsible for selecting the winner of the scholarship will consist of five marketing professionals from the Portland metro area, each bringing a variety of perspectives.

Prize: One \$1,500 scholarship for tuition will be awarded.

Important Dates:

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| February 28, 2007 | Application Deadline (all application must be post marked by 2/28/07) to be considered. |
| March 26, 2005 | Winner will be notified. |

Disclaimer:

Rules, dates and any information in this document can change without notice or obligation. The American Marketing Association of Oregon reserves the right to modify the rules for any reason. Please direct questions to collegiate@ama-pdx.org.