

Student Scholarship 2012

The New York Capital Region chapter of the American Marketing Association (NYCRAMA) Student Scholarship rewards exceptional student marketers (and their faculty mentors) for their marketing talent. The Student Scholarship provides a monetary grand prize: \$1,000 Scholarship. The winning student(s) and respective mentors will be honored at the April 2012 luncheon.

Students attending accredited colleges and universities in the Capital Region are eligible. For a complete list of eligible colleges and universities, please go to <http://www.nymarketing.org>. Students must be AMA members in order to compete.



Laura Lachell, NYCRAMA President-Elect & VP for College Relations, presents the 2011 Student Scholarship Award to Scott Kessler from University at Albany.

How to Enter:

To enter, students must submit a **written entry** and a **faculty recommendation**. The deadline is **Friday, March 16, 2012 at 5:00 pm**. Both items must be received to be eligible. All entries should be e-mailed to **Ray Witkowski, VP of Collegiate Relations** at ray.witkowski@zone5.com in .doc, .docx or PDF format.

1. Written Entry

Students choose a real-life marketing issue and address the issue via a marketing plan. This plan could be a project done for a class, or an extracurricular project, preferably for a local not-for-profit organization. If this plan is developed by a team, all team members must be AMA members, and the members of the team would split the prize if they should win.

This plan is a written document, not to exceed 15 pages (8 ½ x 11, double spaced), complete with the following sections:

Executive Summary	Strategy
Situation Analysis	Marketing/Communication Elements
Objectives	Rationale
Audience	

2. Faculty Recommendation

This recommendation must include: school name, faculty contact information (name, phone, e-mail), name of student(s), title of student project and a rationale (one page maximum).

Wouldn't you like the chance to win \$1,000 for work you already did for class or an organization?

**Entry Deadline:
March 16, 2012**