



## AMA Student Scholarship Application

### How to Enter

To enter, students submit a written entry and a faculty recommendation. Finalists may also deliver an oral presentation.

#### 1. Written Entry

Students choose a real-life marketing issue and address the issue via a marketing plan. This plan is a written document, not to exceed 15 pages (8 ½ x 11, double-spaced), with the following sections:

- Executive summary
- Situation analysis
- Objectives
- Audience
- Marketing/communications elements
- Rationale

The marketing plan could be a project being done for a class, or a project of the student's choosing. The plan can be developed by a team of students, the members of which would split the prize should they win. If students do not have a company in mind, they may choose a local non-profit company that might have a limited marketing budget but would benefit from a well-thought-through marketing plan.

Written plans are submitted on a rolling basis (i.e., during summer, fall and spring semesters) via email to Dr. Zina Taran, VP Collegiate Relations at [ztaran@gmail.com](mailto:ztaran@gmail.com).

#### 2. Faculty Recommendation

As part of their entry, students submit a written faculty recommendation. The recommendations are received on a rolling basis (i.e., during summer, fall and spring semesters) by Dr. Zina Taran, VP Collegiate Relations at [ztaran@gmail.com](mailto:ztaran@gmail.com). The written faculty recommendation should include the following:

- School name
- Faculty name
- Faculty phone number
- Faculty email address
- Student name(s)
- Title of marketing plan
- Rationale for recommendation (one paragraph)

### Announcement of Winner(s)

The Marketer of the Year and awarding of scholarship will be announced early April and the winner(s) celebrated at an AMA event mid-April.