



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.

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. 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.