

Lynne Bradford Memorial Scholarship Instructions

Administrative Organization: SMPS Atlanta

Corporate Sponsor/Underwriter: SMPS Atlanta

University Affiliation/Program: All universities and colleges in the State of Georgia

Scholarship Amount: \$500 plus an honorary one-year membership in the SMPS Atlanta chapter (Attendance to all Atlanta chapter events included at no charge and participation on a committee is encouraged.)

Use of Scholarship Funds:

- Appropriate educational purposes pursuant towards a degree in marketing
- College tuition
- College class books
- SMPS Regional and/or National Conference

Selection Criteria:

- Currently enrolled at a Georgia University or College that offers a degree with a concentration in marketing.
- Making normal, substantial progress towards a degree (BS, MS, MBA, or Ph.D.), but having at least one remaining semester before graduating.
- Be in good academic standing.
- Have long-term goals for a career in marketing.
- Exhibits strong character and leadership skills.
- Offers potential as a future leader in marketing.
- Interest in joining SMPS Atlanta.
- Available to receive scholarship at an SMPS Atlanta event.

Selection Process

Candidates may apply from a Georgia College or University that offers a degree with a concentration in marketing. One scholarship will be awarded from all applications received. SMPS Atlanta will make the final selection via a committee comprised of the Director of Education, President-elect, and a member in good standing. An award will not necessarily be awarded each year.

Student Scholarship Application

SMPS Atlanta fosters the personal and professional development of students in marketing by providing informational and educational programs, local and national networking opportunities, leadership training, and meaningful community involvement. Our further commitment to student development is the Lynne Bradford Scholarship of \$500 awarded annually to a marketing student. The scholarship program outline is attached. Please complete this application utilizing additional paper to answer the questions.

Student's Name:

Address:

City/State/Zip Code:

Telephone:

Social Security Number:

Degree Pursuing: BS MS MBA Ph.D.

Current GPA:

Expected Graduation Date:

1. What are your career goals in marketing services?
2. What organizations have you been involved with while pursuing your degree?
3. What leadership roles have you had while pursuing your degree?
4. Who has had the most positive impact on your life? How has that influenced where you are today?
5. How would you use the scholarship money?

Return the application to SMPS Atlanta via mail (address below) or email at info@smspatl.org by the last business day of June.