

AMA SF Scholarship Eligibility and Submission Requirements 2020-2021 Academic Year

The Scholarship will be awarded for the 2020-2021 academic year that begins in Fall of 2020. The scholarship of \$2,500 will be awarded to students from Bay Area School Districts.

To be eligible, applications must be received by 5:00pm on March 1, 2020.

Scholarship selections will be based on:

- Scholastic achievement
- Instructor/administration recommendation
- Intent to pursue a degree in a field of marketing or communications
- Work experience; honors/awards; organizations/clubs; projects
- “Marketing for Change” essay submission (See below.)
- Financial need

Eligible students must meet the following qualifications:

- Be a high school student in the San Francisco Bay Area who has been accepted to or is registered for an accredited college for Fall 2021*
- Be accepted in, or applying to, a major course of study in at least one of the following disciplines:
 - Marketing
 - Advertising
 - Communications
 - Digital Media
 - Graphic or multimedia design
 - Public relations
 - Technical communication
 - Business
 - Television or radio production
 - Video or film

*Verification of enrollment needs to be provided before receipt of scholarship funds.

AMA SF Scholarship Eligibility and Submission Requirements 2020-2021 Academic Year

Student application packet must include the following:

- Completed Scholarship Application Form (See page 3.)
- Concise but well-articulated Marketing for Change essay (between 1,000-3,000 words) detailing a marketing idea that will help people in need
- Reference (As an attached page.)
- Student Goals and Activities answers (See page 3.)

AMA SF Scholarship Eligibility and Submission Requirements 2020-2021 Academic Year

2020-2021 Scholarship Application

Deadline: March 1, 2020

Student Profile

Name _____

School Name _____

School Address _____

City _____ State _____ Zip _____

College you plan to attend in Fall 2020: _____

Have you been accepted? _____

If no, please specify expected acceptance date: _____

Cumulative High School GPA: _____

Area of concentration / type of marketing/communications major: _____

Student Goals and Activities

Describe the following on an attached page:

- Your goals for your academic training and prospective career in marketing and communications
- Marketing or communications work you have done, (sales, public relations, writing for media — including social media, internships or volunteer work)
- Describe your most important school activities, including honors, awards and projects
- Describe any extracurricular and community activities, volunteer or public service work

AMA SF Scholarship Eligibility and Submission Requirements 2020-2021 Academic Year

References:

One professional or community service reference: Please print name below and attach reference as a separate page

By submitting this form, I certify the information is true, complete and accurate to the best of my knowledge:

Applicant's Name and Signature

Date

Academic Reference Signature

Date

Submit application and all supporting materials by 5:00pm on March 2, 2020.

By email (preferred): to scholarship@amasf.org with "AMA SF Scholarship" in the subject line
By mail (must be postmarked by March 1, 2020): to AMA SF Scholarship, PO Box 193548, San Francisco, CA, 94119