

**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 May 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 2020\*
- 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.

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**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.)

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**2020-2021 Academic Year**

**2020-2021 Scholarship Application**

*Deadline: May 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



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References:

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

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*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 May 1, 2020.**

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