



Dr. Bass Collegiate Scholarship

The Dallas/Fort Worth chapter of the American Marketing Association is seeking marketing student candidates for the DFW AMA Dr. Bass Collegiate Scholarship Fund. This scholarship is named in Dr. Bass's honor as a reminder of his long-time contribution to the DFW Chapter of the American Marketing Association.

A total of four scholarship awards will be presented, two undergraduate recipients and two graduate recipients, first place will receive a \$2,000 scholarship and the runner up will receive a \$1,000 scholarship.

Undergraduate Scholarship

- \$2,000 - First Place
- \$1,000 - Second Place

Graduate Scholarship

- \$2,000 - First Place
- \$1,000 - Second Place

Background

With more than 500 members, DFW AMA is among the largest and most active chapters of the American Marketing Association. When you join DFW AMA, you expand your educational, professional development and networking opportunities with marketers in the area. Members and non-members are welcome at our functions:

- Dallas Luncheons
- Fort Worth Luncheon
- Power Breakfasts
- Professional Development Events
- Social Networking
- Special Events

The goal of the Dr. Bass Collegiate Scholarship Fund is to promote academic excellence and to provide support to the next generation of marketing professionals in the greater Dallas/Fort Worth area.

Eligibility and Deadline

Students applying for the Dr. Bass Collegiate Scholarship must submit a course work project demonstrating best practices in Marketing, criteria for the assignment and a completed application. The application will ask to include a brief summary of the project as well as a summary of what marketing concepts or tools were used in completing the project.

Important Dates

- March 31, 2006: Application for DFW AMA Collegiate Scholarship deadline
- March 31, 2006: Coursework project and summary deadline
- April 19, 2006: Scholarship winners will be recognized at the DFW AMA April Luncheon

Selection Criteria

Projects will be reviewed by members of the DFW AMA board. Board members will be looking for best marketing practices as well as how well the criteria for the assignment was met. Use of marketing concepts and a demonstration of understanding for them will be critical in the selection process.

Guidelines

- You must be an enrolled member of the American Marketing Association (Visit www.marketingpower.com for details on becoming an AMA member)
- Each project can only be submitted once
- Student must be working towards a Marketing or Marketing related degree
- Student must have an overall Marketing GPA of 3.0 or higher
- Students must be attending school in Summer or Fall 2006

Submit

Send scholarship application and projects to:
 DFW American Marketing Association
 Attention: Scholarship Committee
 P.O. Box 814743
 Dallas, TX 75381

Contact

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