

**Dallas/Fort Worth Interactive Marketing Association Scholarship
Spring 2017**

Student Information:

Name: _____ UTDID: _____ Email: _____

Address: _____ Phone: _____

Citizenship:

___ US Resident ___ Official State Residency ___ Permanent Resident ___ Student Visa If you are a Permanent Resident, please list your registration number: _____

Ethnicity: (for statistical purposes)

___ White Non-Hispanic ___ Black Non-Hispanic ___ Hispanic ___ Asian/Pacific Islander
___ American Indian/Native American ___ Other

Academic Information:

Current Class Standing ___ Sophomore ___ Junior ___ Senior GPA: _____

Major: _____ Second Major/Minor: _____

Along with this two-page cover document, applicants should also submit:

- One 250-word statement discussing how emerging media has influenced your educational experience while at The University of Texas at Dallas.
- One 300-500 word essay, which highlights an example of an inventive and creative social media marketing campaign by an outside company. Your essay should explain what was successful (and/or not successful) about the campaign and what social media lessons we can draw from this.

Materials are due by **February 28, 2017** and should be emailed to Dr. Angela Lee (angela.lee@utdallas.edu), with "DFWIMA Scholarship Application" in the email subject line. Failure to do so may result in disqualification.

Review of applications will begin on **March 1, 2017**. Applicants will be notified of decision by March 6, 2017.

The winning applicant will be required to send the donors a thank you letter prior to the release of fund. In addition, the award winner is required to attend an awards dinner with the Dallas Fort Worth Interactive Marketing Association at a time and date to-be-announced.

[The application continues on the next page.]

I attest that all the information above is complete and accurate, to the best of my knowledge, and I understand that providing false or misleading information may result in removal from the candidate pool for the DFWIMA scholarship.

I agree to release my records to my scholarship's administrators and/or donors to use application materials, including name, classification, major, mailing address, and cumulative GPA for scholarship purposes. I understand this authorization is valid one time for a single release of information as allowable per the Family Education Rights and Privacy Act of 1974 (FERPA).

Signature: _____

Date: _____