

2015-16 AAF/Jackson National BBA Award

The Marketing Area at the Ross School of Business invites BBA students demonstrating a strong interest in Marketing (especially in Social Media Marketing, Digital Marketing and Advertising) to apply for the AAF/Jackson National Award. Note that students who have a full tuition award are NOT eligible to apply for this award.

One scholarship (approximately \$4000) towards Winter term tuition will be available.

The American Advertising Foundation (AAF), headquartered in Washington, D.C., is the oldest national advertising trade association, representing 50,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 215 college chapters, the AAF provides 6,500 advertising students with real-world case studies and recruitment connections to corporate America. The Jackson National Life Insurance Company (often referred to as simply Jackson) is a U.S. company that offers life insurance and annuities. It is a subsidiary of the British insurer, Prudential Plc. Founded in 1961, Jackson is headquartered in Lansing, Michigan.

APPLICATION REQUIREMENTS:

The scholarship is open all BBA students with a demonstrated interest in Marketing. Please submit the following materials to apply:

- *Resume
- *Unofficial Transcript
- * Brief statement (less than 400 words) demonstrating your interest in Marketing, especially in Social Media Marketing and Digital Marketing (including work experience, internships and goals/career plans)
- *List all Marketing courses you have taken in the past and those that you are registered for in the Winter 2016 term.

Link to Application: https://umich.qualtrics.com/SE/?SID=SV_bCrAfyaJpSN7XHT

DEADLINE:

All applications must be received by midnight December 1, 2015.

Award winners will be notified by the Marketing Area (via e-mail) on or before December 31, 2015.