

2015-16 General Mills MBA Award

The Marketing Area at the Ross School of Business invites Day (full-time) MBA students with a strong interest in Marketing to apply for the General Mills Scholarship. Note that students who have a full tuition award are NOT eligible to apply for this award.

General Mills has endowed this award to recognize achievement and encourage students to pursue careers in Marketing Management.

One scholarship (approximately \$5000) towards Winter term tuition will be available.

APPLICATION REQUIREMENTS:

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

- *Resume
- *Unofficial Transcript
- *Brief statement (less than 400 words) demonstrating your interest in Marketing (including work experience, internships and goals/career plans)
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- *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.