

## 2015-16 Leo Burnett BBA Award

The Marketing Area at the Ross School of Business invites U.S. Citizen and Permanent Resident BBA students demonstrating a strong interest in Advertising or Marketing Communications to apply for the Leo Burnett Award. Note that students who have a full tuition award are NOT eligible to apply for this award.

Three scholarships (approximately \$2500 each) towards Winter term tuition will be available.

Mr. Leo Burnett founded the Leo Burnett Company in 1935 during America's Great Depression. Originally fitting into a suite of rooms at Chicago's Palmer House Hotel, the company grew and built a sound national reputation. Today, Leo Burnett Worldwide is a part of the French group [Publicis](#). It has 97 offices in 84 countries and more than 8,500 employees. The company still adheres to Mr. Burnett's philosophy on growth: "Take care of the ads, and the profits will take care of themselves."

In 1999, the Leo Group's estimated combined U.S. and International billings topped \$7.6 billion, and the company counted Kellogg, Pillsbury and Maytag among its blue-chip clients. Mr. Burnett's philosophy on growth: "Take care of the ads, and the profits will take care of themselves."

### APPLICATION REQUIREMENTS:

The scholarship is open to U.S. Citizen and Permanent Resident BBA students focusing on Advertising, Marketing, or Marketing Communications. Please submit the following materials to apply:

\*Resume

\*Unofficial Transcript

\*Brief statement (less than 400 words) on your advertising, marketing or marketing communications interests (including work experience, internships and career goals/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](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.