

2019-20 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. ***Please note that to be eligible students must be enrolled full time in the Winter 2020 term and have no other tuition-based aid.***

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. Students must be enrolled full time in the upcoming winter term and have no other tuition-based financial aid. 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), and any special accomplishments.
- *List all Marketing courses you have taken in the past and those that you are registered for in the Winter 2020 term.

Link to Application: <https://forms.gle/ykWWZ841MP9z4c6C7>

DEADLINE: All applications must be received by 11:59pm on December 1, 2019.

Award winners will be notified by the Marketing Area (via e-mail) on or before December 31, 2019. If you do not receive an e-mail by this date it means that you have not been selected as an awardee.