



# 2017-2018 VT/NH Marketing Group Scholarship Guidelines

To: Business/Marketing Department Professors;

The VT/NH Marketing Group is a not-for-profit membership organization providing education and management information to the marketing industry in Vermont, New Hampshire, and states beyond. It offers networking opportunities and affordable educational events to marketers at every level and of all products and services.

We are pleased to be able to offer students the opportunity to apply for the 2017-2018 VT/NH Marketing Group scholarship. This scholarship is open to those students who will be in their sophomore or junior year of college during the 2017-2018 academic year and are enrolled in the Business or Marketing degree program and are seriously considering a career in Marketing upon graduation. One scholarship with a value of between \$500 - \$1000 will be awarded for the purpose of college tuition and paid directly to the school financial aid office.

## **Applicants for this scholarship must meet the following criteria:**

1. Must be enrolled to take at least 3 marketing courses offered by the Business/Marketing Department.
2. Must be available to be interviewed by a VT/NH MG board member, by phone or on campus, if deemed necessary.
3. Must be available to attend at least one VT/NH MG day-seminar or annual conference as our guest.
4. Must complete all phases of application process.

## **Application Process:**

1. Download application from VT/NH Marketing Group web site: [VTNHMG.org](http://VTNHMG.org)
2. Completed applications are due by May 15, 2017

## **Materials required for scholarship application:**

1. Letter of recommendation from Professor/Department Head.
2. Transcript of current or previous year.
3. Essay questions: (All must be addressed in essay)
  - Why are you applying for this scholarship?
  - What field of marketing is of interest to you and why?
  - How do you believe winning this scholarship will affect your long-term plans?
  - Describe in essay format, how you feel marketing will change in the near future.