

## **BUSINESS DEPARTMENT MARKETING INTERN SCHOLARSHIP – FALL 2014**

***Scholarships up to \$1000 for fall semester 2014 will be awarded to two or three strategic, ambitious students wishing to enhance their resumes and gain real-world marketing experience.***

How to apply:

1. Fill out the attached application form
2. Submit a current resume
  - Submit the **application form and resume** by **4 p.m. on Thursday, April 3** to Jamee Wheelwright, Business Department Administrative Assistant, at [jamee.wheelwright@snow.edu](mailto:jamee.wheelwright@snow.edu)
3. The top applicants will be asked to meet with faculty from the department for a ten minute afternoon interview to be scheduled between April 8 and April 10.

Requirements:

- A 3.0 minimum GPA is required
- **Candidates must be enrolled in business courses (ACCT, BUS, AGBU, OLE prefix) totaling at least six credits**
- The winning candidates for these two positions will perform the following functions:
  - help conceptualize projects and develop marketing plans for the Snow College Business Department
  - develop marketing materials for use in recruitment efforts
  - occasionally go out to local high schools to recruit potential business students
  - set up and maintain social networks to establish communication with current and potential business students
  - find ways to make personal contacts with potential business students and to track these potential students
  - plan and execute social events that create excitement, interest, and general “buzz” at the new Business Building
  - represent the Business Department in a professional manner
  - **participate in the Snow College Business Club (\$25 fee)**
- Scholarship recipients will be expected to work 10 hours per week on Business Department marketing projects and plans.
- The winning candidate will show a record of success in meeting deadlines, demonstrating innovation, exhibiting 100% reliability, and relating well to others.

A student who successfully fulfills the position will gain project management, event planning, marketing, social media management, and research experience. He or she will also learn valuable organizational skills in managing assignments. A person excelling in this position will learn autonomy and adherence to deadlines.



Application and resume due via email to Jamee Wheelwright [jamee.wheelwright@snow.edu](mailto:jamee.wheelwright@snow.edu) by 4 p.m. on **Thursday, April 3.**

## BUSINESS DEPARTMENT MARKETING INTERN SCHOLARSHIP

Name: \_\_\_\_\_ Banner #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Intended Area of Study (Major): \_\_\_\_\_  Freshman  Sophomore

H. S. or College Cumulative GPA: \_\_\_\_\_ College Cr Earned (If Any): \_\_\_\_\_

Semester for Which You Are Applying: \_\_\_\_\_

Please check any other scholarship you have been awarded:

Academic Excellence  Academic Merit  Departmental Scholarship  Snow College Private Scholarship

Scholarship Provided by Outside Source (Local Business, Industry, Etc.)  None

Planned graduation date: \_\_\_\_\_ Primary campus for next semester:  Ephraim  Richfield

Please read the attached job description for this internship/scholarship. In the space below, please explain why your skills and background make you the best candidate. (Use a separate sheet if needed.)

Please outline three ideas you could implement immediately to help generate student excitement and enthusiasm for business programs. (Use a separate sheet if needed.)

Which business classes are you planning to take next semester?

\_\_\_\_\_  
Applicant Signature (digital signature OK)

\_\_\_\_\_  
Date