
II. Leadership and Related Activities (40%)

On a separate page, select one of the following and describe:

A) Your leadership or involvement in a Student AMA Chapter or other marketing related organization.

OR

B) Your leadership or involvement in other voluntary organizations (community group, fraternity/sorority, sports activity, etc.).

III. Career Plans and Preparation (20%)

On a separate page, describe your career plans and goals. Explain why you are interested in a career related to marketing. Summarize what you have done or plan to do in order to prepare yourself for your career. Include all relevant work or internship experience. Note that this should, essentially, be a creative marketing plan for you. How would you differentiate yourself or your experiences from others of your age or education? How could you apply the four P's of marketing to yourself, such that you may successfully target whichever industry you desire? Be insightful and realistic in your answer.

IV. References

Please supply two references. One must be from a Professor and one from a previous employer or internship supervisor.

Reference #1 – Professor's Name: _____

College: _____

Position: _____

Phone/Email: _____

Reference #2 – Employer's Name: _____

Company: _____

Title: _____

Phone/Email: _____

V. Ethics Statement:

I declare that the information contained in this application is true and accurate, and the work included is my own. If your application is sent electronically, typing your name and the date here will serve as your official signature.

Signature

Date