

**THE ALAN DREY CENTER FOR ACADEMIC EXCELLENCE**  
**Memorial Scholarship Guidelines 2014-2015**  
**Presented by**  
**Midwest Marketing Education Foundation**

**Amount Awarded:** \$500 awarded annually to two students (one undergraduate award, one graduate award)

**Eligibility:**

- 1) Junior or Senior status (community college students welcome) or Graduate student
- 2) Emphasis in the areas of marketing (direct marketing, interactive marketing or related fields)

**Criteria:**

- 1) Academic performance (minimum 2.75 GPA)
- 2) Involvement in extra-curricular activities with emphasis on organizational involvement
- 3) Quality of written application

**Selection Procedure**

Students apply by submitting a resume and the completed MMEF application form below to MMEF no later than **March 20, 2015**. Award recipients will be notified no later than April 20, 2015

The MMEF Scholarship Committee will review completed applications for final selection.

Funds to be distributed directly to the school based on student's continued achievement of above criteria.

## ALAN DREY - MMEF SCHOLARSHIP APPLICATION

Name \_\_\_\_\_

University \_\_\_\_\_

ACADEMIC YEAR \_\_\_\_\_ GRADUATION DATE \_\_\_\_\_

Grade point average (GPA) 4.0 scale Overall \_\_\_\_\_ Major GPA \_\_\_\_\_

Major Field of Study \_\_\_\_\_

Courses you have had related to marketing/direct marketing (please list):

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Please prepare typed responses to the following questions. Your responses should be limited to one or two well-constructed paragraphs.

1. What course in your major has interested you the most and why?
2. Briefly describe part-time, full-time, internship, or extra-curricular activities you have had related to marketing or direct marketing.
3. What is your special interest in the marketing/direct marketing field? What are your short/long term career goals?
4. Briefly describe an achievement or accomplishment that you are particularly pleased with.
5. Other considerations you feel are important

Please submit this form, your resume, and written responses via e-mail to:

Kathleen Stevenson, Executive Director, MMEF  
[mmefgroup@gmail.com](mailto:mmefgroup@gmail.com)

If you prefer to mail your application, please submit it to:  
**Kathleen Stevenson, Executive Director CADMEF,**  
**3253 N Seminary Ave. #1 Chicago, IL 60657**