



## 2011 VT/NH Marketing Group Scholarship Student Application

### Instructions:

Please download this application and complete. Make sure your school name and all contact information is on the top of each additional page.

Send completed package to: **VT/NH Marketing Group, 3016 Barberry Hill, Woodstock, VT 05091**

Any questions? Call 802-457-2807 or email [ytnhmg@vtnhmg.org](mailto:ytnhmg@vtnhmg.org)

Application deadline is 5:00 pm, March 15, 2011.

Name:

SS#

College:

Anticipated date of Graduation:

Current Mailing Address:

Email:

Phone:

Home Mailing Address:

Home Phone:

Degree Program:

Major field(s) of study:

Minor field(s) of study:

Questions: To be completed on separate paper. Your answers to the following questions are critical in the judging process – they should be complete and specific.

- 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 an essay format, the strengths and weaknesses of the following: Social Media Marketing, Multi-channel Marketing, and Direct Marketing.

Signature \_\_\_\_\_ Date: \_\_\_\_\_