

Marketing Department Scholarships 2010

PURPOSE

The main objective of the Marketing Department Scholarship Fund is to provide financial assistance to worthy undergraduate students **majoring or minoring in Marketing** at California State University, Northridge. The Scholarship Fund is financed principally by a bequest from the estate of the late **James F. McRaith**, a member of the Marketing faculty for thirteen years, and from grants provided by the CSUN American Marketing Association, the CSUN Marketing Alumni Association and the General Motors Corporation.

Selection Criteria:

1. Working toward the B.S. or B.A. degree with a **declared major or minor in Marketing**.
2. Overall **CSUN GPA of 3.0 or above** in current degree program.
3. Evidence of **extra-curricular activity in marketing-related areas** (e.g., American Marketing Association, So. Cal. AMA, AAF, marketing position or marketing internship with outside firms or organizations, etc.)
4. At least **one semester (9 units or more)** is needed to complete degree.

Amount of Scholarship Grant:

The size of an awarded scholarship grant will depend on the merits of the successful applicants, and any special circumstances. The Marketing Department anticipates that most awards will fall in the range of **\$250 to \$2,500**.

Number of Scholarships Available:

The actual number of scholarships awarded depends on the merit of the applications received, the number of applicants, and the available funds.

Application Procedure:

Submit your completed application form by email to:

Dr. Franck Vigneron: franck.vigneron@csun.edu

or Dr. Oscar DeShields: Oscar.deshields@csun.edu

Applications must be received by **12:00 noon, Friday December 3, 2010**.

Distribution of Grants:

Recipients will be notified of awards in writing before the start of the Spring 2010 semester.