

**NEMOA Education Xchange Scholarship Criteria**

***About National Etailing and Mailing Organization of America (NEMOA)***

NEMOA offers direct marketing merchants of all sizes, and the vendors that service them, an affordable network to **SHARE** knowledge, **LEARN** about industry trends and **CONNECT** with peers and experts in a non-selling environment.

***NEMOA’s Education Xchange***

Annually, NEMOA awards four to six scholarships to students interested in the multichannel marketing industry. Students attending an accredited university or college and majoring in marketing, multichannel marketing, advertising, communications, electronic marketing or a related field, can qualify.

***WHAT IS REQUIRED:***

* NEMOA’s application must be completed by the student and submitted to the NEMOA contact at the school, or Dr. John Sullivan’s office. Professors involved in teaching in the above-mentioned areas will select the students.
* A 300-word essay describing why you should receive this scholarship. Include why you have decided to study marketing, multichannel marketing, electronic marketing, advertising, communications or a related field and include your career plans upon graduation.
* Two references; one personal and one from the school’s faculty.

***SUBMISSION:***

**The completed application with supporting documents, including the writing sample, must be completed by 12:00 Noon on February 15th.**

**Recipients will be notified by March 2nd if they have been selected.**

***AWARD OF SCHOLARSHIP:***

The recipients of the Education Xchange Scholarships will be invited to attend NEMOA’s Spring 2018 Summit in Boston. Names of the award recipients will be posted on the NEMOA website.

***QUESTIONS?***

Please email us at [Lilliane@LeBelMarketing.com](mailto:Lilliane@LeBelMarketing.com).

Application is on the next page.



First Name

Last Name

E-mail

Address

City

State

Zip

University or College Attending

Year of Graduation

Degree

Major

Minor

**SECTION I**

A 300-word essay describing why you should receive this scholarship. Include why you have decided to study marketing, multichannel marketing, electronic marketing, advertising, communications or a related field and include your career plans upon graduation.

**SECTION II**

Two letters of recommendation from:

* One personal contact (neighbor, past employer, etc.)
* One faculty member from the university or college you are attending.

**SECTION III**

A resume that includes job history, internships and volunteer activities.