



2015 CIMA Scholarship Application

Application Deadline: April 15, 2015

CIMA is Chicago's only interactive-centric professional organization dedicated to the enhancement and acceleration of business opportunities, professional development, and exponential networking for interactive marketing professionals in Chicago.

CIMA is honored to award a scholarship to two students in the Chicagoland area studying interactive marketing and have an interest in pursuing a career in the field. The scholarship is available to undergraduate and graduate students.

The amount to be awarded is \$5,000.

Eligibility:

- Must attend a Chicago-based university
- Must currently be enrolled in a full-time degree-seeking program

Criteria:

- Must have a declared major in a related field (Marketing, Advertising, Communications, Business, etc.)
- Must have an interest in pursuing a career in digital marketing
- Must have a minimum GPA of 3.0

I. Application

Name: _____

University: _____

Major Field of Study: _____

Expected Graduation Date: _____

Grade point average (GPA - 4.0 scale):

Overall: _____ Major GPA _____

Courses taken/will take related to the field of online marketing:

II. Essay

Please respond to the three essay questions listed below. Answers should include 200-500 words each, double-spaced, preferably in Microsoft Word or pdf format.

1. What are your career goals within Interactive Marketing and how will you enhance business as a professional in the field?
2. What has influenced your development as it relates to your career aspirations?
3. Why are you the best candidate for this scholarship?

III. Reference

Please provide a reference of a professor or manager who can speak to your capabilities and integrity.

Application/Selection Process

The CIMA Scholarship Committee & CIMA Board will review applications for final selection.

Please submit application, resume, copy of academic transcript, and typed essay responses via email by **April 15, 2015 to Lisa Brickson at education@chicagoima.org.**

The email should have your name and "CIMA Scholarship" clearly written in the subject line and in the body of the text. We will not accept applications via US Mail.

CIMA will provide equal opportunity for all scholarship applicants. Applicants will be considered on the basis of their demonstrated academic ability and merit without discrimination on the basis of their race, color, religion, gender, sexual orientation, national origin, citizenship, age, disability, and status with the armed forces.

Funds will be paid directly to the college. Failure to meet the criteria listed on page 1 could jeopardize your ability to keep the scholarship. Funds will be dispensed in September 2015.