

# investing in YOU

## mPower

empowering through media

## Scholarship Program

The **BMA Chicago mPower scholarship program provides \$5,000 scholarships** to Chicago-area college students with areas of concentration in marketing, communication, media and/or journalism. This scholarship provides a perfect opportunity to expand your students' knowledge of the B2B marketing field.

**The mPower scholarship program was created to encourage, support, educate and promote emerging leaders in Business-to-Business (B2B) marketing.**

BMA Chicago has historically given back to the community through philanthropic donations. The mPower scholarship contributes financial support to students and provides an opportunity for students to engage with a wide range of BMA Chicago education programs and opportunities.

The scholarship program is funded by the BMA Chicago Media Auction. For more information about BMA Chicago and the mPower Media Auction, please visit [www.bmachicago.org](http://www.bmachicago.org).

"We are looking for students who want to delve beyond traditional training in consumer marketing, who stand out for their academic abilities and achievements, leadership, and demonstrated desire to learn and grow in the B2B marketing industry."

Marla Schragger, Executive Director,  
BMA Chicago

application  
guidelines

**Students must attend a Chicago-area college.** Chicago-area is defined as any college with the zip code preface of 600, 601, 602, 603, 604, 605, 606, 607 and 608. Please contact us if you have questions about whether your school may participate.

**Students must major or have areas of concentration in marketing, communication, media and/or journalism.**

**Scholarship will apply to senior year or graduate studies.** Applications are accepted during junior, senior or graduate years of study.

The **mPower** scholarship is **based on merit**. Applicants must successfully complete the online application and include at least one letter of recommendation from a BMA Chicago member. For assistance in connecting with a BMA Chicago member, please contact Marla Schragger, Executive Director, 312-943-8040, [marla.schrager@bmachicago.org](mailto:marla.schrager@bmachicago.org).

application  
deadline &  
notification  
schedule

no time  
like now

**The 2015 scholarship application deadline is June 1, 2015.** Awardees will be notified by July 10, 2015. Payments will be made directly to the school, to the student account, within 30 days of award notification. A maximum of 5 scholarships will be awarded in 2015.

Application should be submitted at [www.marketing.org/mPower](http://www.marketing.org/mPower)

**Please spread the word to your colleagues and students.**  
Marketing materials are available.

For additional information, or to find out about other BMA Chicago education opportunities, including content & curriculum, please contact:

**BMA Chicago**  
Marla Schragger, Executive Director  
312-943-8040  
[marla.schrager@bmachicago.org](mailto:marla.schrager@bmachicago.org)  
P.O. Box 46131, Chicago, IL 60646

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