



THE 2011 JOHN SWAIN MEMORIAL DIRECT & INTERACTIVE MARKETING SCHOLARSHIP APPLICATION INSTRUCTIONS

The Direct Marketing Association of Washington Educational Foundation (DMAW/EF) has established this \$2,000 scholarship in the memory of John Swain for his vast contributions to direct marketing. This scholarship has been awarded since 1992 to an outstanding Mid-Atlantic Region college or university **junior or senior** who demonstrates academic excellence and a desire to pursue a career in the field of direct & interactive marketing. Web design, Online, Search Engine Marketing, Creative, Telemarketing, Database, Direct Mail, Direct Response, etc.

Past winners include students from American University, University of Maryland, James Madison University, Christopher Newport Univ., Virginia Commonwealth Univ., Hampton Univ. Catholic University, Salisbury University, Villa Julie College and Mary Washington University.

Applicants should print all information on the enclosed application and send it with two completed Professor/Instructor Recommendation Forms to:

Swain Scholarship Selection Committee
c/o Karen Depew, Executive Administrator, DMAW/EF
4414 Walsh St, Chevy Chase MD 20815
301.652.7074 or kdnorthwood@gmail.com

Deadline for receipt of all materials is **Friday, November 18, 2011 by 5:00 p.m.**

All applicants must meet the following requirements:

1. Enrollment in a college or university within DC, MD, or VA, DE, WV,
2. Junior or Senior class level
3. Minimum 3.0 grade point average
4. Interest in direct & interactive marketing
5. Completed application and two Professor/Instructor recommendations

Each application must include:

1. A completed Student Application
2. Two completed Professor/Instructor Recommendation Forms

Requirements (Student Application):

Please be sure to keep the application in its current form. Your entries should be single spaced, and Sections II, III and IV should be on separate pages.

2011

STUDENT APPLICATION

2011

Name: _____

College/University: _____

Expected Graduation Date: _____ Degree Program: _____

School Mailing Address _____

School Phone Number: _____ E-Mail _____

Permanent/Home Mailing Address: _____

Permanent/Home Phone Number: _____

Please contact me at: () Home () School (Check One)

In the event of your selection as recipient of this award, the DMAW/EF would likely notify local media with an announcement. Please supply the following:

School

Newspaper: _____

Editor: _____

Other publications which may be interested in your scholarship award (please supply addresses)

Section I: Academics

1. Grade Point Average: _____ On scale of _____

2. Major field of study: _____

3. Courses you have completed or are currently taking part in:

Advertising: _____

Direct Marketing: _____

Internet Marketing: _____

Journalism: _____

Graphic Arts: _____

Other Related Courses or Coursework: _____

Section II: Extra Curricular Activities

4. Please outline all extra-curricular activities/accomplishments while at college, particularly those dealing in the direct/interactive marketing field:

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.

Section III: Work Experience

5. Please describe all general or related work (paid and unpaid) experiences in the direct/interactive marketing field:

[illegible]

Section IV: Direct/Interactive Marketing Interest and Benefit of Scholarship

6. Please use this page to describe, First, your interest in the field of direct/interactive marketing; Second: how this scholarship would benefit you, and Third: in what geographic area you would like to work after graduation. Please be sure to answer all three questions.

[illegible]

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PROFESSOR/INSTRUCTOR RECOMMENDATION

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Two Professor/Instructor Recommendation Forms must be completed and returned with the Student Application Form, to be received no later than **5:00 P.M. Friday November, 18 2011**. Late applications will not be accepted.

Please type or print

Professor/Instructor

Name: _____

Department Title: _____

Courses Taught: _____

College/University: _____

Mailing Address: _____

Phone Number:() _____ E-Mail _____

Student/Applicant
Name: _____

Professor's Signature: _____

Student's Name: _____

1. Student's grade point average: _____ On scale of: _____

2. How long have you known this student? _____

3. Which of your classes has he/she attended? _____

4. Please describe student's class participation, contributions, and/or enthusiasm:

5. Please indicate the degree of this student's interest in direct/interactive marketing, advertising, direct response, etc. as you know it.

6. To your knowledge, what are the career plans of this student?

7. Please attach any other comments and/or recommendations.

8. Are you familiar with the other programs sponsored by the DMAW/EF?
_____ Yes _____ No

Would you like to receive information about the DMAW/EF?
_____ Yes _____ No

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Professor/Instructor

Name: _____

Department Title: _____

Courses Taught: _____

College/University: _____

Mailing Address: _____

Phone Number: (____) _____ E-Mail _____

Student/Applicant

Name: _____

Professor's Signature: _____

Student's Name: _____

1. Student's grade point average: _____ On scale of: _____

2. How long have you known this student? _____

3. Which of your classes has he/she attended? _____

4. Please describe student's class participation, contributions, and/or enthusiasm:

5. Please indicate the degree of this student's interest in direct/interactive marketing, advertising, direct response, etc. as you know it.

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_____Yes _____No