

# MARKETING & HOSPITALITY SERVICES ADMINISTRATION SCHOLARSHIP APPLICATION INFORMATION

*STUDENTS ARE ENCOURAGED TO APPLY FOR THE FOLLOWING  
SCHOLARSHIPS:*

## **MARKETING SCHOLARSHIPS:**

Leo Erickson Memorial Scholarship  
Theodore Goosen Scholarship  
Marketing Faculty Scholarship  
Michael Reed Scholarship  
Dr. Robert & Karen Cook Endowed Scholarship  
Con-way Freight Logistics Honors Award  
James R. Burley Scholarship

## **HOSPITALITY SCHOLARSHIPS:**

LaBelle Management Scholarship  
William Brehm Scholarship  
Katherine Brown Memorial Scholarship  
Debbie Govitz Memorial Scholarship  
Hospitality Services Administration Scholarship

A resume and official transcript must be submitted with at least one of your scholarship applications.

**The application deadline for these scholarships is  
March 4, 2016 @ 4:30 P.M.**

## Marketing & Hospitality Services Administration Scholarships

**Deborah Baroli Govitz Scholarship** - Established in 1995 as a memorial by L. Scott Govitz and the CMU Department of Marketing & Hospitality Services Administration for full-time CMU students majoring in Hospitality Services Administration with a minimum cumulative GPA of 2.5 who have at least one full semester remaining before graduation.

**William Brehm, Sr. Scholarship** - Established in 1988 by William Brehm for a junior or senior pursuing a business administration degree with a major in Hospitality Services Administration.

**Kathryn L. Brown Scholarship** - Successful applicant must be a full-time student, majoring in Hospitality Services Administration, with at least one full semester remaining before graduation.

**James R. Burley Endowed Scholarship** – Established in 2011 in memory of James Burley, former professor of marketing, for a student pursuing a degree in marketing and hospitality, who has a minimum GPA of 3.00 and is a junior or above. The scholarship is renewable for up to two years of full-time continuous enrollment.

**Leo G. Erickson Excellence in Marketing Scholarship** - Established in 1998 in memory of Leo Erickson, emeritus professor of marketing, who distinguished himself through outstanding contributions to marketing education, research, and administration. Endowment earnings will provide an annual merit-based scholarship for marketing students.

**Theodore Goosen Award** - Established by family and friends in memory of Theodore Goosen, former owner of the Mt. Pleasant Malt Shop, for a junior or senior majoring in marketing or hospitality services administration.

**Hospitality Services Administration Scholarship** – Established in 2008 for a student(s) enrolled in the department of Marketing and Hospitality with an interest in the study of hospitality. Must have a minimum GPA of 2.75.

**LaBelle Management Scholarship** - Established in 1995 to reward junior Hospitality Services students for their excellence in either service or academics, and to strengthen the students' education. The selection shall be coordinated through the department chair of Marketing & Hospitality Services Administration.

**Marketing Faculty Scholarship** - Offered for the first time for academic year 2001-2002, this scholarship recognizes the importance of students' academic and service activities. It will be awarded to one or more full-time CMU juniors or seniors majoring in Marketing, Logistics, or Retail Management, who have earned an overall GPA of at least 3.5, and who have demonstrated active involvement in a student organization.

**Reed Family Scholarship** - Established in 1992 by the Michael Reed Family/Commercial Equipment Company, this scholarship will be awarded to a junior or senior with a GPA of 3.5 or higher. This scholarship will alternate yearly between an Accounting Major and a Marketing Major. (Marketing majors are in the odd numbered years; 2015, 2017).

**Dr. Robert & Karen Cook Endowed Scholarship** – Established in 2009 by CMU alumni in honor of Dr. Robert Cook, professor of Marketing & Hospitality Services Administration and Mrs. Karen Cook. Endowment earnings will support an award for a student enrolled in the College of Business Administration majoring in Logistics Management, with a minimum GPA of 3.25.

**Con-Way Freight Logistics Honors Award** – This scholarship will be awarded to an honors student enrolled in the College of Business Administration's Logistics Management Program with a GPA of 3.25 or higher.

*Scroll Down for Application*

Name of scholarship you are applying for: \_\_\_\_\_

You can apply for as many scholarships as you want to, but **a resume and an official transcript must accompany at least one of the application forms.**

## MARKETING & HOSPITALITY SERVICES ADMINISTRATION SCHOLARSHIP APPLICATION

Name \_\_\_\_\_ Date \_\_\_\_\_

Local Address: \_\_\_\_\_

Local Phone: \_\_\_\_\_ Campus ID# \_\_\_\_\_

Home Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

County of Residence: \_\_\_\_\_

Name of your business major: \_\_\_\_\_

Do you have a second major? No \_\_\_\_\_ Yes \_\_\_\_\_ What is it \_\_\_\_\_

Do you have a minor? No \_\_\_\_\_ Yes \_\_\_\_\_ What is it? \_\_\_\_\_

Do you qualify for financial aid? \_\_\_\_\_

Are you a member of a student group? If so, what is it? \_\_\_\_\_

Number of credit hours you are currently taking: \_\_\_\_\_ Date of expected graduation: \_\_\_\_\_

Briefly describe why you are deserving of a scholarship (*please use space provided*):

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\_\_\_\_\_  
(Signature)

**Return to Marketing & Hospitality Services Administration, Smith 100,  
by March 4, 2016, 4:30 P.M.**

*Scroll down for other awards available through the Dean's office.*

*Other awards available through the Dean's office:*

**Kench Scholarship** – Student must be a Michigan resident in their junior year with a minimum GPA of 2.75, majoring in one of the following areas: Management, Marketing, Human Resources or Accounting. (This scholarship is awarded through the dean's office; see the CBA Dean's Office link).

**Roh Scholarship** – For a student with a major in Hospitality Services Administration with a GPA of 3.0 or higher (excluding grades from internship, independent study and non-traditional courses). Preference for students with financial need who is a child of a single-parent household. The award may be used to assist the student with job-related expenses, such as a job search, travel to interview, or relocation for a new job. Scholarship award will be awarded in the student's final semester at CMU. (This scholarship is awarded through the dean's office; see the CBA Dean's Office link).