

DFWIMA Scholarship Application

**Dallas/Fort Worth Interactive Marketing Association Scholarship**

Student Information:

Name: \_\_\_\_\_ UTDID: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
\_\_\_\_\_

Citizenship:

\_\_\_ US Resident \_\_\_ Official State Residency \_\_\_ Permanent Resident \_\_\_ Student Visa If you are a Permanent Resident, please list your registration number: \_\_\_\_\_

Ethnicity: (for statistical purposes)

\_\_\_ White Non-Hispanic \_\_\_ Black Non-Hispanic \_\_\_ Hispanic \_\_\_ Asian/Pacific Islander  
\_\_\_ American Indian/Native American \_\_\_ Other

Academic Information:

Current Class Standing \_\_\_ Sophomore \_\_\_ Junior \_\_\_ Senior GPA: \_\_\_\_\_

Major: \_\_\_\_\_ Second Major/Minor: \_\_\_\_\_

Along with this two-page cover document, applicants should also submit:

- One 250-word statement discussing how emerging media has influenced your educational experience while at The University of Texas at Dallas.
- One 300-500 word essay, which highlights an example of an inventive and creative social media marketing campaign by an outside company. Your essay should explain what was successful (and/or not successful) about the campaign and what social media lessons we can draw from this.

Materials are due by **February 28** and should be emailed to [ATECScholarships@utdallas.edu](mailto:ATECScholarships@utdallas.edu), with "DFWIMA Scholarship Application" in the email subject line.

Failure to do so may result in disqualification.

Review of applications begins on **March 1**. Applicants will be notified of decision by March 6.

The winning applicant will be required to send the donors a thank you letter prior to the release of funds. In addition, the award winner is required to attend an awards dinner with the Dallas Fort Worth Interactive Marketing Association at a time and date to-be-announced.

[The application continues on the next page.]

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I attest that all the information above is complete and accurate, to the best of my knowledge, and I understand that providing false or misleading information may result in removal from the candidate pool for the DFWIMA scholarship.

I agree to release my records to my scholarship's administrators and/or donors to use application materials, including name, classification, major, mailing address, and cumulative GPA for scholarship purposes. I understand this authorization is valid one time for a single release of information as allowable per the Family Education Rights and Privacy Act of 1974 (FERPA).

Signature: \_\_\_\_\_

Date: \_\_\_\_\_