

Department of Marketing, Hospitality, and Logistics

Scholarship Application

MARKETING

- ❖ Dr. James R. Burley Endowed Scholarship
- ❖ Leo G. Erickson Excellence in Marketing Scholarship
- ❖ Theodore Goosen Memorial Scholarship
- ❖ Marketing Faculty Scholarship
- ❖ Dr. Patrick Okonkwo Outstanding Marketing Student Leader Award
- ❖ Reed Family Endowed Scholarship
- ❖ Dr. Samuel Spralls Endowed Scholarship

HOSPITALITY

- ❖ Deborah Baroli Govitz Memorial Scholarship
- ❖ William Brehm, Sr. Scholarship
- ❖ Kathryn L. Brown Memorial Scholarship
- ❖ Hospitality Services Administration Scholarship
- ❖ LaBelle Management Scholarship
- ❖ Lodgco Hospitality Scholarship

LOGISTICS

- ❖ Con-way Freight Inc. Endowed Logistics Honors Award
- ❖ Dr. Robert & Karen Cook Endowed Scholarship
- ❖ Michelle Cooper Memorial Scholarship

PLEASE NOTE: *Students must reapply for scholarships each year; they are not automatically renewable.* No guarantee is made to students who receive a scholarship that they will receive the same scholarship in subsequent years. Some scholarship awards are “major specific” and students who change their major may become ineligible for previously awarded scholarship funds. Scholarships are open only to Central Michigan University undergraduate students; incoming freshmen and Masters students do not qualify.

INSTRUCTIONS: Carefully review each of the scholarship descriptions and consider only those for which you qualify. Mark the box next to each scholarship to indicate your choice. Fill out the information required on page 4 of the application. You will need one copy of your resume and either an official transcript or a CMU *personalized* unofficial copy, which is available via your CentralLink. Submit your completed application, resume and transcript to the department office at Smith Hall 100 or electronically by email to Robin Berry, MHL Executive Secretary, at berry2rl@cmich.edu. **The application DEADLINE is Friday, March 15, 2024, at 4:30 PM.**

Department of Marketing, Hospitality, and Logistics Scholarships

- **Deborah Baroli Govitz Scholarship:** Established in 1995 as a memorial by L. Scott Govitz and the CMU Department of Marketing, Hospitality, and Logistics 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:** The successful applicant must be a full-time student, majoring in Hospitality Services Administration, with at least one full semester remaining before graduation.
- **Dr. James R. Burley Endowed Scholarship:** Established in 2011 in memory of James Burley, a former professor of Marketing. This scholarship will be awarded to a student pursuing a degree in Marketing, Hospitality, and Logistics, with a minimum GPA of 3.00 and is a junior or senior. The scholarship is renewable for up to two years of full-time continuous enrollment.
- **Con-way Freight Inc. Endowed 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.
- **Dr. Robert & Karen Cook Endowed Scholarship:** Established in 2009 by CMU alumni and Mrs. Karen Cook, in honor of Dr. Robert Cook, former professor of Marketing & Hospitality Services Administration. 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.
- **Michelle Cooper Memorial Award:** Established in 2023 in memory of Michelle Cooper, former alumna of CMU. This scholarship will be awarded to an honors student enrolled in the College of Business Administration's Logistics Management Program with a GPA of 3.50 or higher. Preference will be given to a student who demonstrates financial need.
- **Leo G. Erickson Excellence in Marketing Scholarship:** Established in 1998 in memory of Leo G. 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 Memorial Award:** Established by family and friends in memory of Theodore Goosen, former owner of the Mount Pleasant Malt Shop, for a junior or senior majoring in Marketing or Hospitality Services Administration.

- **Hospitality Services Administration Scholarship:** Established in 2008 for students enrolled in the Department of Marketing, Hospitality, and Logistics with an interest in the study of Hospitality with a minimum GPA of 2.75.

- **LaBelle Management Scholarship:** Established in 1995 to reward junior year Hospitality Services Administration 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 the Department of Marketing, Hospitality, and Logistics.

- **Lodgco Hospitality Scholarship:** Established in 2017 for students in their junior or senior year, with a major in Hospitality Services Administration and a minimum GPA of 3.25. Students must demonstrate financial need as determined by the Office of Scholarships and Financial Aid. Preference will be given to those applicants who are interested in a summer internship with Lodgco Hospitality (Courtyard Mt. Pleasant at Central Michigan University).

- **Marketing Faculty Scholarship:** Offered the first time for the 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.

- **Dr. Patrick Okonkwo Outstanding Marketing Student Leader Award:** Established in 2016 by Faculty and Friends in honor of Dr. Patrick Okonkwo for a student enrolled in the College of Business Administration, Department of Marketing, Hospitality, and Logistics academic program with a cumulative minimum GPA of 3.0. Student must be an active member in the American Marketing Association (AMA) and a junior or first semester senior with less than 100 credit hours completed toward their BSBA. The award will be based on student's academic performance, citizenship, service activities, and potential for becoming a distinguished leader in their profession. Preference will be given to applicants who either have an internship abroad or study abroad as part of their record. A written essay should focus on why the student is interested in a career in marketing and how their performance both in and out of the classroom demonstrates dedication to marketing and exemplifies leadership and service. Demonstrating financial need is not a primary consideration but may be a contributing factor in cases where two or more applicants are deemed worthy.

- **Reed Family Endowed 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 award will alternate yearly between an Accounting Major and a Marketing Major. (NOTE: *Marketing majors are awarded in odd numbered years, i.e., 2023, 2025*).

- **Dr. Samuel Spralls Endowed Scholarship:** Established in 2018 by Dr. Samuel Spralls III, this scholarship will be awarded to a full-time student who has declared Marketing as his or her major and has a GPA of 2.75 or higher. Preference will be given to students from historically underrepresented populations and/or, are first-generation college students.

