



THE FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS

Marketing Departmental Scholarships

Grocery Manufacturers Representatives Scholarship (two awards at \$2,000 each)

The two scholarships are awarded each year for full-time juniors or seniors who maintain a minimum 3.3 GPA. Preference is given to candidates interested in the field of consumer packaged goods and/or the food industry. If selected, recipients are encouraged to attend one Grocery Manufacturers Representative event per year. Candidates must submit a one-page essay to be eligible for the scholarship.

O. C. Ferrell Marketing Excellence Scholarship (two awards at \$500) -

This scholarship is named in recognition of Dr. O. C. Ferrell, a world renowned scholar and Florida State alum. Dr. Ferrell is one of the world's foremost authorities on marketing ethics and social responsibility.

Richard Baker Memorial Marketing Scholarship (two awards at \$1,500)

This scholarship is named in honor of Dr. Richard Baker, a long-time FSU faculty member and former Associate Dean of the College of Business. Dr. Baker chaired the search committee that brought Bobby Bowden to FSU.

Sales Advisory Board Scholarships (number and amount of awards varies) -

Many corporate members of the Sales Advisory Board award scholarships to top undergraduate sales students. These awards are based on both academic achievement and role-playing performance during sales competitions.

Applications for the Grocery Manufacturer Representative, O.C. Ferrell and Richard Baker scholarships are accepted through April, with awards announced in early summer. For further information on these scholarships, please contact **Dr. Mike Brady**, chair of the Department of Marketing. The Sales Advisory Board scholarships are awarded in both fall and spring semesters. For further information on these scholarships, please contact **Mr. Pat Pallentino**, Director of the Professional Sales Program.