

# MARKETING ADVISORY BOARD MARKETING STUDENT SCHOLARSHIP OPPORTUNITY



## The Opportunity

BGSU's Marketing Advisory Board (MAB) is seeking key supporters to help begin awarding scholarships through the **BGSU-MAB Marketing Department Student Scholarship!** You can be part of this exciting initiative and help launch the successful marketing careers of deserving BGSU marketing students.

## The Goal

Fully fund the **Marketing Advisory Board Endowed Scholarship (fund number 302835)** of \$25,000, or \$5,000 per year for 5 years. For example, your yearly donation of \$1,000 (or about \$84 per month) would bring us much closer to this goal. Convenient credit card or ACH options are available. Donors will receive recognition at MAB meetings, as well as invitations to upcoming Marketing Department events.

## How Can You Become a Key Donor/Contributor?

Scan the QR code to the right or visit [https://falconfunded.bgsu.edu/project/19580/donate?des\\_id=154484](https://falconfunded.bgsu.edu/project/19580/donate?des_id=154484) and select MAB Scholarship in the drop down.



## Commitment Target Date

### May 1, 2024

## Suggested Tiers

Gifts can be made monthly or yearly, whatever works best for you.

- **Basic**  
\$100/year for 5 years (\$500)
- **Classic**  
\$200/year for 5 years (\$1,000)
- **Friend**  
\$500/year for 5 years (\$2,500)
- **Partner**  
\$1,000/year for 5 years (\$5,000)
- **Insider**  
\$1,500/year for 5 years (\$7,500)

Thank you for helping MAB help Marketing students!



# The BGSU Marketing Specialization

BGSU marketing students develop skills in identifying market opportunities and developing and implementing marketing programs. Marketing is taught as a total system of business activities designed to plan, price, promote and distribute products and services to customers.

Students can choose from two specializations, **marketing** and **sales and services marketing**. Students can also pursue a marketing minor. Our internationally renowned marketing faculty bring experience to the classroom and our students are provided a unique education incorporating real-world experience.

Students are prepared for **careers across a wide variety of industries**, such as Retailing; Marketing Research; Manufacturing; Logistics/Distribution; Advertising/Promotion; Consumer Goods; Insurance/Finance and Non-Profit.

## Special Highlights

- Marketing is the largest BSBA specialization and NEW Digital Marketing curriculum has been developed and offered regularly.
- The world-class Paul J. Hooker Center for Entrepreneurial Leadership is ranked top 20 nationwide, along with the Hatch™ Program.
- The BGSU chapter of the American Marketing Association, whose members compete annually in the AMA Collegiate Conference, ranks in the top 10% worldwide.
- The Academy of Professional Selling, whose members compete annually in the National Collegiate Sales Competition, consistently place among the best.

## The Marketing Advisory Board (MAB)

The Marketing Advisory Board is comprised of successful alumni and friends of the Department of Marketing. The Board draws upon their professional expertise to advise the Dean, Department Chair, and faculty on strategic planning, curricula, student mentorship, co-ops, job placement, career development, faculty engagement with industry, and alumni affairs. In addition, the Board promotes the Department by highlighting the achievements of faculty, students, and alumni in their professional network.

