

**Florida State University
Department of Communication
Pablo J. Lopez Memorial Scholarship in
Hispanic Marketing Communication**

Instructions: The Department of Communication is pleased to accept your application for a scholarship. Please carefully read the eligibility requirements for this scholarship. In your application, it is important to show how you meet the specific criteria. Applications that do not meet the criteria will be discarded without notification.

Awards are limited to full-time students.

Applications will be accepted from January 26 to February 16. Applications postmarked after February 16 will not be considered.

Include with your application:

1. Statement of Financial Need (Why you feel you should receive this scholarship and what you will do with the award if you receive it.)

2. A 250-500 word essay which should:

- Include a brief autobiography with your characteristics and general outlook on life
- Include a description of your interest in Hispanic Marketing Communication, which could emphasize media buying, advertising, or public relations
- Explain why you should receive the scholarship

3. The applicant must submit a formal resume (1 – 2 pages) which should include:

- Statement of goals for your education program and career (1 page)
- Portfolio of work (up to 8 pages)
- Official transcript including all college courses completed

Eligibility Requirements:

1. Undergraduate communication major with a minor in Hispanic Marketing Communication
2. Applicant must have a minimum GPA of 3.0
3. Demonstrated financial need

Award Amount: \$2,500.00

First Name: _____ Last Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Social Security Number: _____

Materials should be turned in to:

Scholarship Committee
Attn: **Sharon Lamb**
Department of Communication
Florida State University
Tallahassee, FL 32306