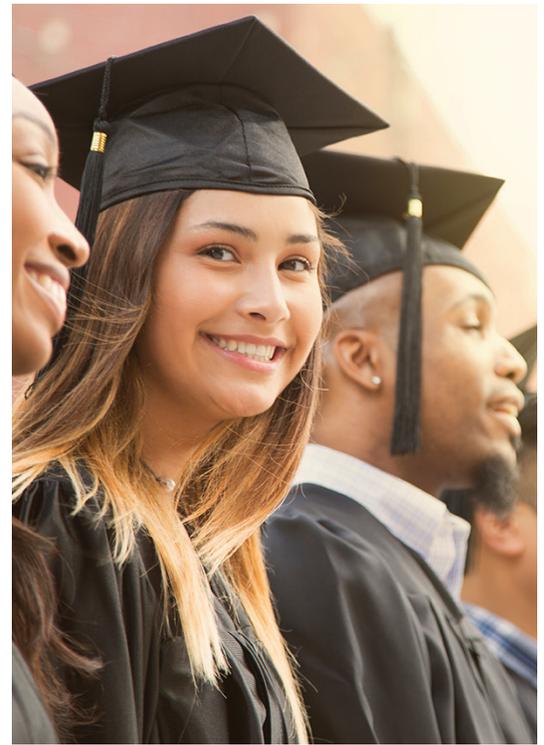


MARKETING ADVISORY BOARD MARKETING STUDENT SCHOLARSHIP OPPORTUNITY



The Opportunity

BGSU's Marketing Advisory Board (MAB) is seeking key supporters to help us introduce the new **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

Create a **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?

Please email MAB member Davida Frick at dfrick@bgsu.edu or Marketing Department Chair Dr. Mo Zolfagharian at mzolja@bgsu.edu.

Log onto www.BGSU.edu/business/marketing.html and click on MAB Scholarship Donor Information.

Commitment Target Date

May 1, 2022

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 one of the largest BSBA Specializations; and NEW Digital Marketing curriculum has been developed and offered regularly.

Faculty work closely with BGSU's collegiate chapter of the American Marketing Association (BGAMA) and Academy of Professional Selling (APS) to present student competitions, networking receptions, professional development seminars, trips to national conferences and many more interesting activities that prepare students for careers in marketing and sales.

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.

