

D.K. Hardin Center for Market Research at Elmhurst College
Application for Scholarship
MBA Market Research Specialization or
Market Research Certificate Program

Requirements to apply: Enrolled in MBA-MR specialization or Graduate Certificate; have a 3.5 GPA.

Name _____ **Student ID** _____

Address _____

Phone(s) _____

Email address _____

Grade Point Average _____

Current Career Field _____

Completed an entry level Marketing Course at undergraduate level?

_____yes _____no

Completed an entry level Statistics Course at undergraduate level?

_____yes _____no

If you meet the requirements then please complete a 2,000+ word essay addressing:

- What do you feel your unique strengths are?
- Why are you interested in the field of market research?
- What are some of the trends of the field of market research?
- How do your interests and strengths line up with the industry direction?

Please return your completed application and essay to:

Sherry Smoak

ssmoak@elmhurst.edu

If you have questions, call 630-617-5543 or send an email to the address above.