

D.K. Hardin Center for Market Research at Elmhurst University
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: Bob Vevang, Director, D.K. Hardin Market Research Institute.

robert.vevang@elmhurst.edu

If you have questions, please send an email to the address above.