

**WILLIAM J. HOPP ENDOWED SCHOLARSHIP**  
**IN THE DEPARTMENT OF ADVERTISING + PUBLIC RELATIONS**

**AWARD DESCRIPTION**

The William J. Hopp Endowed Scholarship is awarded annually to an MSU Advertising major who demonstrates exceptional dedication, leadership, skill and creativity in the field of integrated marketing communications. The scholarship covers tuition and fees for up to 15 credits for two successive semesters. Only students scheduled to graduate in May 2019 and who currently have a cumulative GPA of 3.0 or better are eligible to apply.

**AWARD DESCRIPTION**

Tony Hopp is the retired chairman and CEO of Campbell-Ewald, an award winning integrated advertising agency headquartered in Detroit, Michigan. A graduate of Michigan State University, Tony established an endowment at MSU to honor the memory of his late father, who encouraged him to enter the advertising industry. That encouragement resulted in a career marked by many significant achievements, including the receipt of Michigan State University's Outstanding Alumni Award in 2001 and its Distinguished Alumni Award in 2001.

Just as his father encouraged him, it is Tony's wish to encourage a deserving and dedicated MSU advertising major by helping him or her get that much closer to realizing their career aspirations.

**AWARD CRITERIA**

1. Academic Excellence: A cumulative GPA of 3.0 or better.
2. Insights and analysis: Identify the three marketers who, in your opinion, have created a body of campaign work based on innovative integrated brand strategies that:
  - a. Have driven "touch point" based, multi-channel campaign executions to build leadership and influence in their respective categories;
  - b. Have contributed to the brand's "digital transformation";
  - c. Have deepened consumer engagement and connectivity via relevant content to enhance user experiences;

Identify what you believe was the key marketing challenge(s) for the brand and why you believe each of the campaigns you have selected succeeded in meeting this key challenge.

3. Industry Engagement: Provide a brief description of your internships, work experience, or other examples of your personal interest in integrated communications and the role they have played in your decision to pursue a career in this advertising (250 words maximum).
4. Passion: Provide 3-5 short examples that demonstrate your passion for and commitment to pursuing a career in advertising.

**WILLIAM J. HOPP ENDOWED SCHOLARSHIP**  
**IN THE DEPARTMENT OF ADVERTISING + PUBLIC RELATIONS**

5. Career plans: (250 words maximum)

(a). Describe any coursework taken outside of advertising major requirements that has been meaningful in your pursuit of a career in marketing communications. And why was this coursework meaningful to you with regard to your career aspirations?

(b). What are the three (3) most important criteria that will guide you in selecting a company to work for upon your graduation from Michigan State?

**NOMINATION GUIDELINES/FORMAT**

Only students scheduled to graduate in May 2019 and who currently have a cumulative GPA of 3.0 or better are eligible to apply.

Please submit the following:

- Official application form (see below)
- Resume
- Insights and analysis essay
- Industry engagement description
- Passion description
- Career plans description

**Submit to:**

AD+PR Department, Room 309 Communication Arts & Sciences Building

**Applications must be RECEIVED by 4:00 p.m. FRIDAY, JANUARY 26, 2018 to be eligible.**

Awards ceremony/reception will be Friday April 13, 2018, 1:00 p.m. in 147 COM.

The application for the William J. Hopp Endowed Scholarship continues on the next page



**WILLIAM J. HOPP ENDOWED SCHOLARSHIP**  
**IN THE DEPARTMENT OF ADVERTISING + PUBLIC RELATIONS**

**2018 APPLICATION**

2018 APPLICATION DEADLINE: **FRIDAY, JANUARY 26, 2018**

All applications must be RECEIVED by this date.

**APPLICANT INFORMATION**

Full Name:

\_\_\_\_\_

*Last*

*First*

*M.I.*

Email:

\_\_\_\_\_

Preferred Phone:

\_\_\_\_\_

Local Address:

\_\_\_\_\_

*Street Address*

*Apartment/Unit #*

\_\_\_\_\_

*City*

*State*

*ZIP Code*

Home Address:

\_\_\_\_\_

*Street Address*

*Apartment/Unit #*

\_\_\_\_\_

*City*

*State*

*ZIP Code*

*Major*

\_\_\_\_\_

*# credits completed by May 2018*

\_\_\_\_\_

*Minor(s)*

\_\_\_\_\_

*Expected graduation date*

\_\_\_\_\_

*Cumulative GPA*

\_\_\_\_\_

*Major GPA*

\_\_\_\_\_

*Signature*

\_\_\_\_\_

*Please Note: Depending on the recipient's financial aid package, by accepting this award, the recipient may be required to forfeit any College level scholarships that were awarded to him/her for the same academic year. Please consult with Jennifer New ([jnew@msu.edu](mailto:jnew@msu.edu)) if you have questions.*