# Award Description

The William J. Hopp Endowed Scholarship is awarded annually to an MSU Advertising major who demonstrates exceptional dedication, leadership, and skill 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 2022 and who currently have a cumulative GPA of 3.0 or better are eligible to apply.

# Background

Tony Hopp is the retired chairman and CEO of Campbell-Ewald, an award-winning 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 work based on the most innovative integrated brand strategies that:
   1. Involve the totality of advertising today through multi-channel execution (video, print, digital, social, etc.)
   2. Enhance user experience and
   3. Deepen consumer engagement

Identify the marketing challenge, the concept and execution, and why they were successful.

1. 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).
2. Passion: Provide 3-5 short examples that demonstrate your passion for and commitment to pursuing a career in advertising.
3. Career plans: (250 words maximum)
   1. Describe any coursework taken outside of advertising major requirements that has enhanced your understanding of human behavior
   2. What are the three most important criteria that will guide you in selecting a company to work for after graduation?

# Nomination Guidelines/Format

Only students scheduled to graduate in May 2022 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:**

Arianna ORourke, AD+PR Department, [orourk38@msu.edu](mailto:orourk38@msu.edu)

Applications must be RECEIVED by 4:00 p.m. **Wednesday, March 24, 2021** to be eligible.

# WILLIAM J. HOPP ENDOWED SCHOLARSHIP

**IN THE DEPARTMENT OF ADVERTISING + PUBLIC RELATIONS**

## 2021 Application

2021 Application Deadline: **Wednesday, March 24, 2021** All applications must be RECEIVED by this date.

## Applicant Information

**Full Name**

**Last First M.I.**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Street Address** | **Apt./Unit #** |  |
| **City** | **State** | **Zip Code** |
| **Street Address** | **Apt./Unit #** |  |

**Preferred Phone**

**Local Address**

|  |  |  |
| --- | --- | --- |
| **Street Address** | **Apt./Unit #** |  |
| **City** | **State** | **Zip Code** |
| **Street Address** | **Apt./Unit #** |  |

**Home Address**

**Major\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**# Credits completed by May 2021 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**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) if you have questions.