**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 2020 Hopp Scholarship award is $16,000. The scholarship will be applied to tuition and fee expenses across two successive semesters in the 2020-2021 academic year. Only students scheduled to graduate in May 2021 and who currently have a cumulative GPA of 3.0 or better are eligible to apply. The application deadline for the 2020 William J. Hopp Endowed Scholarship award is Friday, February 7, 2020.

**Background**

Tony Hopp is the retired chairman and CEO of Campbell-Ewald, a powerhouse integrated marketing communications 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 the College of Communication Arts & Sciences Outstanding Alumni Award in 2000 and Michigan State University’s 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 (3) marketers who, in your opinion, have created and are currently airing/running a body of campaign work based on innovative integrated brand strategies that:
   
   a. Enhance the user experience(s);
   b. Deepen consumer engagement; and
   c. Involve the full spectrum of marketing communications today, with multi-channel & integrated executions (i.e. television, print, digital, social, e-mail, public relations, etc.)

   Identify what you believe was the key marketing challenge(s) for each of the brands 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 advertising (250 words maximum).
4. Passion: Provide 3-5 short examples that demonstrate your passion for and commitment to pursuing a career in advertising.

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 2021 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, February 7, 2020 to be eligible. Awards ceremony/reception will be Friday, April 17, 2020, 1:00 p.m. in 147 COM.

The application for the William J. Hopp Endowed Scholarship continues on the next page.
2020 Application
2020 Application Deadline: **Friday, February 7, 2020**
All applications must be **RECEIVED** by this date.

**Applicant Information**

Full Name  
Last  First  M.I.

Email

Preferred Phone

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

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

Major

# Credits completed by May 2020

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.