

Title: **The Marketing Scholarship**

Deadline: July 1, 2019

Award Amount: \$500 - \$1,000

Program Description:

Paying for college isn't always easy, but getting a collegiate education is one of the most important things that a young adult can do to better their lives. That's why Simmons and Fletcher, P.C., is pleased to offer our annual Marketing Scholarship.

Website/Application: <https://www.simmonsandfletcher.com/law-marketing-scholarship/>

Eligibility Requirements:

In order to apply for the Simmons and Fletcher, P.C., Marketing Scholarship, students must meet the criteria listed below:

- Be a U.S. citizen/lawful U.S. permanent resident
- Have been accepted to a two or four year college or marketing school
- Submit a completed application
- Submit an essay that meets essay requirements
- Possess an interest in marketing and advertising
- Applicants must not have received same scholarship in previous year

Essay Requirements

In order to be considered for the Marketing Scholarship, applicants must submit a 1,000-word essay. The aim of the essay is to propose and discuss a marketing strategy for a personal injury law firm.

The essay should focus on how personal injury law is helping people recover from tragic events. Essays should propose a marketing ad or idea that presents personal injury attorneys in a positive light. The essay should also include a description as to the medium (video, audio, print) that the ad would be presented in and where it would be marketed. All essays should be typed in a legible, 12-point size font.