Title: Smith’s Publicity Marketing Scholarship

Deadline: Dec. 10, 2020

Award Amount: $1,000

Program Description:

Applicant must be a high school senior or college/university student in the United States. A 1,500-word essay on the art of persuasive writing is required.


*Details on the essay:

- 1,500 word limit
- Points which must be addressed in the essay:
  - The most essential elements of persuasive writing
  - At least one personal example of how the student persuaded someone through writing
  - Comparative analysis of the art of persuasion through written language versus verbally