

Title: **Smith's Publicity Marketing Scholarship**

Deadline: Dec. 10, 2021

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.

Website/Application: <https://www.collegexpress.com/scholarships/smith-publicitys-1000-book-marketing-scholarship/2022474/>

***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