University of Tennessee
Full-time MBA Program
Excellence in Shopper Marketing Fellowship

The goal of the Excellence in Shopper Marketing Fellowship is to recruit outstanding full-time MBA students who are committed to careers in shopper marketing, product management and/or brand management in some of the world’s most outstanding global companies. Through coursework, applied learning experiences, and faculty mentorship, the student receiving this award will develop the skills and network necessary to achieve his or her career goals.

Special consideration will be given to students with past work experience in consumer packaged goods and who have a strong commitment to continuing their careers in consumer packaged goods marketing.

The Excellence in Shopper Marketing Fellowship provides a $25,000 scholarship award. One-third of this amount is awarded to the student at the beginning of each of the three semesters of the MBA program.

Benefits of being selected for the Excellence in Shopper Marketing Fellowship are:

- Off-sets a significant portion of the cost of attending the UT MBA program
- Provides unique opportunities to be involved in UT’s Shopper Marketing initiatives, including the Shopper Marketing Forums
- Provides access to experienced faculty and corporate mentors who can help the student achieve his or her career goals

Student requirements for the Excellence in Shopper Marketing Fellowship are:

- Maintain satisfactory academic progress (as defined by a 3.5 cumulative GPA) in MBA coursework each semester.
- Complete appropriate coursework for the Marketing concentration in the MBA program.
- Achieve satisfactory progress toward his or her career goals (as defined jointly by the student and the Director of MBA Shopper Marketing Initiatives, upon acceptance of the award).
- Must accept a summer internship with a focus in shopper marketing or a closely related area (as defined by the Director of MBA Shopper Marketing Initiatives).

Compliance with each of these requirements is necessary for continuance of the scholarship award.

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**Application Process**

Electronically submit (do not submit a hard copy) to MBAAdvantage@utk.edu. (In Subject Line indicate: Shopper Marketing Fellow):

1) **Statement of Interest**, including a description of your career goals and related work experience,

2) **Resume**

The **Statement of Interest** should be no more than one page, representative of your ability to communicate your career goals and interests to external audiences. Finalists for the Excellence in Shopper Marketing Fellowship award will **participate in a personal interview**. Finalists must be fully admitted to the Full-time MBA program to be considered for and offered this award.

**Priority Application Deadline**

March 1st. In order to be considered for this award, applicants must have submitted a complete application for admission to the MBA program, along with the items listed above. Although the priority deadline is March 1st, late applications will be accepted until April 1st or until an award decision has been made.