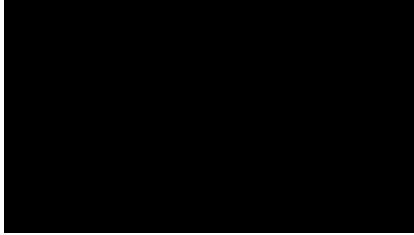


Blair F. Collings Scholarship Program | 2024

Applicant Information



In the fall of 2024, I will be a:
Senior

College/University:



Course of Study:
Media Advertising

If a previous Blair F. Collings Scholarship Recipient, please indicate year(s) awarded:
2021

Leadership Section:

- PRSSA member
- National Honors Society member
- [REDACTED] Marketing Group - Business Development Team Leader
- Campus Brand Manager - [REDACTED] Next Gen

Blair F. Collings Scholarship Essay

I am [REDACTED] a current incoming Fall 2024 senior at [REDACTED]. My college experience has been rocky, to say the least, and I spent 2 years destined to find who I wanted to be. As I now understand I am ever-evolving, I can proudly say that I am beyond passionate about the marketing industry and strategizing for brands. I am studying media advertising, minoring in marketing, and pursuing an entrepreneurship certificate. As both of my parents are entrepreneurs, I wanted to develop a foundation during my undergraduate experience.

I first fell in love with marketing when I attended a private Big Noon Kickoff networking event in 2022 when Fox was traveling to [REDACTED] for their live show. I fell in love with the company's atmosphere and hit it off with a manager in public relations who led me to the Fox Sports marketing department. I spent all of Summer 2023 interning for Fox Sports in Los Angeles, California. I learned more in this Summer than I had in 2 years of college. I was working side by side with the best in brand marketing, production, and promotional for Big Noon Kickoff, the NFL, and the Women's World Cup. When I returned to campus I was determined to keep myself in the marketing space outside my classes. I connected with the CEO of [REDACTED] Marketing Group, a student-run marketing start-up at [REDACTED]. I continued working with Fox Sports through [REDACTED] and brands like Manscaped, C4, Breakaway, and SoFi Stadium. I was also involved in a student brand ambassador program under [REDACTED] Next Gen on behalf of the Max streaming service. I can connect with my campus through a mutual love of streaming the best movies and TV shows. I hosted watch parties, and campus activations, and used graphic design to curate weekly Instagram stories for my audience.

I couldn't be more excited about the experiences I have built surrounding marketing and I can't wait to see where this passion takes me. My focus for my Summer 2024 internship was to broaden my marketing experience in any way I could before I graduate. I accepted a marketing internship for [REDACTED] Real Estate Company in [REDACTED]. I will be working on the growth and development of their retail and multi-family home properties. This will be different from my other marketing experience as I will treat each property as its individual brand and strategize what will pull the audience to those specific properties. I will be working on the development of new properties, but also looking at older properties and their leasing strategies.

As for the future, I plan to be a teacher's assistant under an amazing marketing professor at the [REDACTED]. This professor truly shaped my college learning experience and I couldn't be more honored to work under her class. I also plan to apply for my Masters in Business Association at the [REDACTED] to continue my education and grasp a deeper understanding of the business world. My dream is to open my marketing group one day with a media focus on self-development, business-driven podcasts, master classes, and developing brands into the best they can be under my team. I am honored to be considered for this scholarship, and can't wait to see where I end up.

Date: 4/22/2024

Letter of Recommendation- [REDACTED]

To: Blair F. Collings Scholarship Committee

R.E.: [REDACTED]

This is a letter of recommendation for [REDACTED] will finish her Junior year at [REDACTED] in May 2024. [REDACTED] is majoring in Media Advertising with a Minor in Marketing at the [REDACTED]. Additionally, [REDACTED] has been accepted into the Entrepreneurship Program at the [REDACTED].

Other Accomplishments:

- Campus Brand Manager for HBO Max
- Internship at Fox Sports as a Sports Marketing Intern in Los Angeles
- Current working at [REDACTED] Marketing as a Business Development Coordinator

[REDACTED] is excelling in her studies and currently holds a GPA of 3.4. I highly recommend [REDACTED] to be considered to receive the Blair F. Collings Scholarship.

Best Regards,

[REDACTED]

[REDACTED]

April 22, 2024

Dear ILBSA Blair Collings Scholarship Committee,

I hold [REDACTED] in the highest esteem and recommend her for the Blair Collings Scholarship without reservation. I have watched [REDACTED] throughout her life and have always considered her to be a model student, and a tremendous asset to her community. [REDACTED] is driven to excel in anything she sets her mind to accomplish.

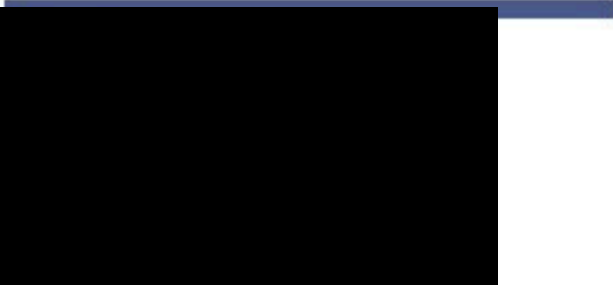
[REDACTED] is currently finishing her third year at [REDACTED]. She has excelled academically and accepted challenges beyond my imagination. Last summer, [REDACTED] worked as an intern for Fox Sports in Los Angeles. She worked alongside the best of the best in marketing and has opened door most only dream of.

[REDACTED] is the ideal Blair Collings Scholar. She has proven herself as a hardworking, capable, and determined student and is much deserving of this honor. I wholeheartedly recommend [REDACTED] for the Blair Collings Scholarship.

Sincerely,

[REDACTED]

Report Results



----- Beginning of Undergraduate Record -----

Fall 2021

Program : University Div Pre-Business

Course	Title	Hrs	Grd
BUS-K 201	THE COMPUTER IN BUSINESS	3.00	B-
CLAS-C 102	ROMAN CULTURE	3.00	B
MATH-M 118	FINITE MATHEMATICS	3.00	W
PSY-P 101	INTRODUCTORY PSYCHOLOGY 1	3.00	A
EDUC-X 159	CONNECTING WITH CAMPUS RESRCS	2.00	A+

Course Topic(s):

BUS-T 175	MPASS 1	1.50	A+
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Transfer Credit from

Applied Toward University Div Pre-Business Program

ANAT-UN 100	ANAT UNDISTRIBUTED-100 LEVEL	3.00	T
HIST-H 105	AMERICAN HISTORY I	3.00	T
HIST-H 106	AMERICAN HISTORY II	3.00	T
HIST-W 100	ISSUES IN WORLD HISTORY	3.00	T
MATH-UN 100	MATH UNDISTRIBUTED-100 LEVEL	3.00	T
SPH-UN 100	SPH UNDISTRIBUTED-100 LEVEL	3.00	T
SPH-UN 100	SPH UNDISTRIBUTED-100 LEVEL	3.00	T
Transfer Hrs Passed:		21.00	

Transfer Credit from

Applied Toward University Div Pre-Business Program

ENG-W 131	READING, WRITING, & INQUIRY I	3.00	T
Transfer Hrs Passed:		3.00	

Semester:	GPA Hours:	12.50	GPA Points:	43.100
	Hours Earned:	36.50	GPA:	3.448
Cumulative:	GPA Hours:	12.50	GPA Points:	43.100
	Hours Earned:	36.50	GPA:	3.448

Spring 2022

Program : University Div Pre-Business
Program : University Div Pre-MediaSchool

Course	Title	Hrs	Grd	
AAAD-A 150	SURV CULTR OF BLACK AMERICANS	3.00	A	
BUS-C 104	BUSINESS PRESENTATIONS	3.00	A	
ECON-B 251	FUND OF ECON FOR BUSINESS I	3.00	A-	
MATH-M 119	BRIEF SURVEY OF CALCULUS 1	3.00	D+	
BUS-A 100	BASIC ACCOUNTING SKILLS	1.00	A-	
EDUC-X 105	LEARNING STRAT FOR ACCOUNTING	1.00	A+	
Semester:	GPA Hours:	14.00	GPA Points:	46.700
	Hours Earned:	14.00	GPA:	3.336
Cumulative:	GPA Hours:	26.50	GPA Points:	89.800
	Hours Earned:	50.50	GPA:	3.389

Fall 2022

Program : Arts & Sci Media School Ugrd

Course	Title	Hrs	Grd	
BUS-M 300	INTRODUCTION TO MARKETING	3.00	A-	
COLL-P 155	PUBLIC ORAL COMMUNICATION	3.00	W	
MSCH-C 101	MEDIA	3.00	B+	
MSCH-C 200	INTRO ADVERTISING AND IMC	3.00	A	
MSCH-C 250	STORY LAB I	3.00	B+	
GNDR-G 101	GENDER, CULTURE, AND SOCIETY	3.00	B	
Semester:	GPA Hours:	15.00	GPA Points:	51.900
	Hours Earned:	15.00	GPA:	3.460
Cumulative:	GPA Hours:	41.50	GPA Points:	141.700
	Hours Earned:	65.50	GPA:	3.414

Spring 2023

Program : Arts & Sci Media School Ugrd

Course	Title	Hrs	Grd	
BUS-M 312	RETAIL MARKETING MANAGEMENT	3.00	A	
COLL-C 105	CRIT APPROACHES: NATLSMATH SCI	3.00	A	
Course Topic(s): COGNITION AND HUMAN ORIGINS				
MSCH-A 251	CREATIVE CONTENT CREATION ADV	3.00	B+	
MSCH-A 301	MEDIA AND CONSUMER BEHAVIOR	3.00	A	
SLHS-A 100	AMER SIGN LANGUAGE LEVEL ONE	4.00	A	
Semester:	GPA Hours:	16.00	GPA Points:	61.900
	Hours Earned:	16.00	GPA:	3.869
Cumulative:	GPA Hours:	57.50	GPA Points:	203.600
	Hours Earned:	81.50	GPA:	3.541

Fall 2023

Program : Arts & Sci Media School Ugrd

Course	Title	Hrs	Grd	
BUS-A 200	FOUNDATIONS OF ACCOUNTING	3.00	A	
BUS-W 312	EXPLORE ENTREPRENEURSHIP	3.00	B	
MSCH-A 442	BRAND STRATEGY AND MEDIA MQRT	3.00	A	
MSCH-C 213	INTRO TO MEDIA PSYCHOLOGY	3.00	B	
SLHS-A 150	AMER SIGN LANGUAGE LEVEL TWO	4.00	A-	
Semester:	GPA Hours:	16.00	GPA Points:	56.800
	Hours Earned:	16.00	GPA:	3.550
Cumulative:	GPA Hours:	73.50	GPA Points:	260.400
	Hours Earned:	97.50	GPA:	3.543

Spring 2024

Program : Arts & Sci Media School Ugrd

Course	Title	Hrs	Grd	
AAAD-A 400	RACE, GENDER AND CLASS	3.00	W	
BUS-M 311	INTRO TO MKTG COMMUNICATION	3.00	A-	
COLL-P 155	PUBLIC ORAL COMMUNICATION	3.00	B-	
MSCH-A 305	STRATEGIC CONTENT DEVELOPMENT	3.00	B-	
SLHS-A 200	AMER SIGN LANGUAGE LEVEL THREE	3.00	B+	
Semester:	GPA Hours:	12.00	GPA Points:	37.200
	Hours Earned:	12.00	GPA:	3.100
Cumulative:	GPA Hours:	85.50	GPA Points:	297.600
	Hours Earned:	100.50	GPA:	3.481

Student Undergraduate Program Summary

GPA Hours:	85.50	Transfer/Test Hours Passed:	24.00
Hours Earned:	100.50	Points:	297.600
		GPA:	3.481

Academic Objective as of Last Enrollment

Arts & Sci Media School Ugrd

Media BA

Media BA: Advertising CON

Marketing (Non-Business) MIN