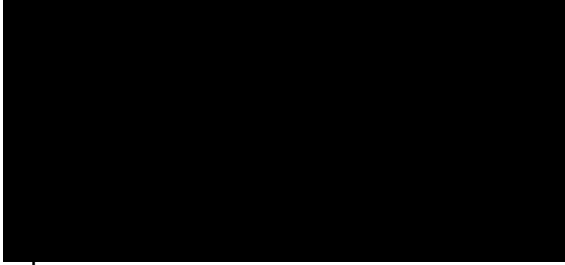



# Blair F. Collings Scholarship Program | 2024

Applicant Information:


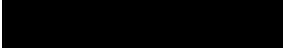


In the fall of 2024, I will be a senior.

College/University Name: 

Course of Study:

Bachelor's degree in Marketing

Leadership Section: Dean's List, Volunteer experience at  Soup Kitchen and 

## Professional Goals and Future Endeavours

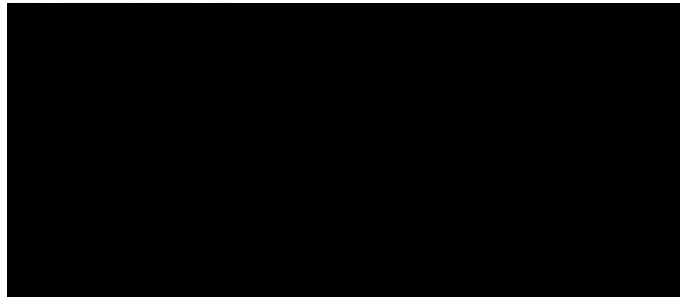
I have a vision for my future as I pursue a bachelor's degree in marketing at [REDACTED]

My primary goal is to work as a marketing coordinator with a sustainable, innovative company in the fashion and beauty industry. To achieve this long-term goal, I plan to continue taking necessary coursework and supplemental instruction to ensure that my grade point average remains above 3.0. I plan to take exceptional courses in marketing, management, and finance. I am also a member of three organizations that create a community for business students: The American Marketing Association (AMA), Women in Business, and Business Transfer Students. These organizations have taught me much about networking, interviewing, and exploring different career paths in business. I will utilize many more of the career fairs and networking events provided on campus so that I can achieve a marketing internship. An internship is my highest priority because it allows me to gain valuable work experience while providing a great way for me to job-shadow with distinguished professionals.

I have chosen the marketing field to study because I want to be involved in a growing industry that I am passionate about. I am very passionate about the art of fashion and beauty because they symbolize personal expression, which is vital for many lifestyles in today's society. They are creative outlets that can be used to inspire confidence and express identity. Fashion and beauty companies are utilizing their brands to spread awareness of current issues and topics such as mental health, body positivity, sustainability, and inclusivity. These are incredibly important because they bring people together and inspire progressive conversations.

I would like to learn even more about the science of digital marketing, data analytics, and social media trends to find creative ways to get people involved. By creating an inspiring and inclusive brand, people will feel good when they think about its products and the message they stand for. It would be incredibly rewarding to create projects and campaigns for this kind of brand and it is my biggest motivator when I think about the kind of work I want to be involved in. I am confident that with my efforts and ambition, I will be able to pursue a career that makes a lasting impact on the world.

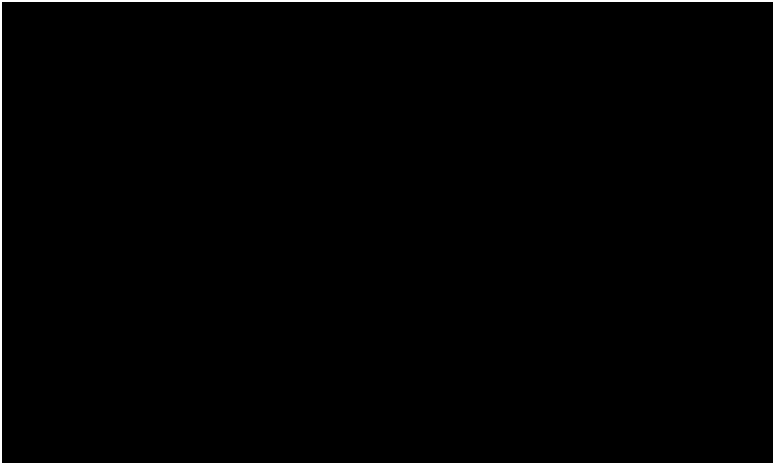
03/19/2024



Please accept this letter as a formal letter of recommendation in support of [REDACTED] application for the Blair Collings Scholarship program. I have known [REDACTED] for 4 years and can truthfully state that she is a deserving candidate that you will be proud of to have as an example of your ideal scholarship winner.

During the time I have known her, it has been apparent to me that [REDACTED] is an example of a good citizen who is committed to academics, as well as to growing in her professional life while helping others.

I have a great deal of respect for her and am proud to be able to provide this letter of recommendation for the scholarship program you represent. Please let me know if you have any questions. Feel Free to call me at





Dear Scholarship Review Committee Member,

With great enthusiasm, I am writing this letter of recommendation for [REDACTED], whom I had the pleasure of working with here at Nike during my time as a PLC merchandiser. I highly recommend [REDACTED] as the recipient of this scholarship.

[REDACTED] always sets an example by giving her personal best every day. She is a consistent team player who can adapt to multiple areas, ensuring her work is organized and satisfactory. This versatility is a testament to [REDACTED] dedication to delivering outstanding results wherever she is assigned. While working together, we completed directives such as updating store layouts, designing apparel displays, and processing stock and inventory. Throughout these collaborations, she is always engaged in training and takes every opportunity to learn and improve.

[REDACTED] is a bright, hard-working professional who proves repeatedly that she has what it takes to achieve any objective. I know she will continue to take her education seriously as a student. Her passion for learning, magnetic personality, and dedication to her goals leave me to undoubtedly recommend her as your scholarship recipient.

If you would like to ask me any further questions, please contact me via email at

[REDACTED] or via phone at [REDACTED]

Sincerely,

[REDACTED]



Record of : [REDACTED]

**Course Level : Undergraduate**

**Current Program**

Degree : Bachelor of Science  
Program : Marketing  
College : School of Business Admin.  
Major:  
Pre-Business Administration

Subj No.	Title	Cred	Grade	Pts R
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**TRANSFER CREDIT ACCEPTED BY THE INSTITUTION**

2020-2023 [REDACTED]

CDS 2100	Medical Terminology	2.00	TA	
CHM 1040	Intro to Chemical Principles	5.00	TB-	
CHM 1440	General Chemistry I	4.00	TC	
CHM 1470	General Chemistry Lab I	1.00	TC	
COM 2400	Relational Communication	3.00	TA	
ENG 2XXX	Readings in the Novel	3.00	TB+	
HST 2105	History of Michigan	3.00	TB+	
MTH 0662	Intermediate Algebra	4.00	TB-	
MTH 1118	Math/Science in Modern World	4.00	TB	
MTH 1331	College Algebra	4.00	TA	
PHY 1XXX	Introduction to Earth Sciences	4.00	TB	
PSY 1000	Introduction to Psychology	4.00	TA-	
TRC 1XXX	Humanities Through the Arts	3.00	TC	
TRC 2XXX	Leadership for Positive Change	4.00	TB-	
TRC 2XXX	Lifelong Wellness	1.00	TA	
TRC 2XXX	Fitness and Wellness	2.00	TB+	
TRC 2XXX	Exploring Diversity	3.00	TB	
WRT 1050	Composition I	3.00	TA	
WRT 1060	Composition II	3.00	TA-	

Earned Hrs	GPA-Hrs	QPs	GPA
60.00	0.00	0.00	0.00

Subj No.	Title	Cred	Grade	Pts R
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**INSTITUTION CREDIT:**

**Fall Semester 2023**

Major: Pre-Business Administration

COM 2000	Public Speaking	4.00	A-	14.80
ECN 2010	Principles of Microeconomics	4.00	A	16.00
MIS 1000	Bus Problem Solving with IT	3.00	B+	9.90
MTH 1222	Calculus for Social Sciences	4.00	B-	10.80
SBC 1990	ACHIEVE I	0.00	S	0.00

Earned Hrs	GPA-Hrs	QPs	GPA
15.00	15.00	51.50	3.43

Semester Honors

**Winter Semester 2024**

Major: Pre-Business Administration

ECN 2020	Principles of Global Macroecon	4.00	B	12.00
MKT 3020	Marketing	3.00	A	12.00
QMM 2400	Statistical Methods for Bus I	3.00	B	9.00
SBC 2990	ACHIEVE II	0.00	S	0.00

Subj No.	Title	Cred	Grade	Pts R
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**INSTITUTION CREDIT:**

WRT 3082	Business Writing	4.00	A	16.00
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Earned Hrs	GPA-Hrs	QPs	GPA
14.00	14.00	49.00	3.50

Dean's List

**Fall Semester 2024**

ACC 2000	Financial Accounting	4.00	In Prog	Course
ORG 3300	Intro to Org Behavior	3.00	In Prog	Course
POM 3430	Operations Management	3.00	In Prog	Course
QMM 2410	Statistical Methods for Bus II	3.00	In Prog	Course

**Winter Semester 2025**

ACC 2100	Managerial/Cost Accounting I	4.00	In Prog	Course
ECN 3050	Managerial Economics	3.00	In Prog	Course
MKT 4040	Consumer Behavior	4.00	In Prog	Course
ORG 3310	Intro to Human Resources Mgt	3.00	In Prog	Course

Transcript Totals	Earned Hrs	GPA Hrs	Points	GPA
TOTAL INSTITUTION	29.00	29.00	100.50	3.47
TOTAL TRANSFER	60.00	0.00	0.00	0.00
OVERALL	89.00	29.00	100.50	3.47

**END OF TRANSCRIPT**