# Interactive Marketing Scholarship

<table>
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<th>Who Can Apply:</th>
<th>Undergraduate, MBA Students</th>
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| Application Deadline: | **November 1, 2012 for January Award**  
**June 1, 2013 for August Award** |
| Minimum GPA Required: | 3.0 |
| Amount of Award: | $2,500 |

**Description:** VacationRoost is the industry leader for vacation rental homes, condos, hotels, and more at over 80 destinations from beach to ski. Our business success depends on online marketing and we are excited to offer this scholarship to the up and coming generation of online marketing professionals.

The Interactive Marketing Scholarship is designed to encourage and promote creative marketing in relation to online business. A scholarship of $2,500 is awarded **twice per year**, once in January and August.

1. **300 – 500 Word Essay** – Visit [http://www.vacationroost.com](http://www.vacationroost.com). Browse through the site and spend some time getting familiar with the vacation rental products, company, and information. Choose something that interests you from the site i.e. vacation rentals at a popular ski destination. Write an essay about that subject, focusing on why it interests you. Reference the content/website that you are writing about.

2. **Publish Your Essay Online** – After you write your essay, publish the essay online somewhere (personal website, blog, etc.) so that others may see your publication.

3. **Narrative Outline** – Summarize what you learned about online marketing through the application process and explain why you deserve the scholarship. Consideration will be given to those who show an understanding of the connection between publishing content and online marketing.

4. **Fill Out the Application Online** – Visit [http://www.vacationroost.com/about-us/community/scholarships](http://www.vacationroost.com/about-us/community/scholarships) and follow the directions in filling out the final application process.
### Enrollment Requirement:

Applicant shall be at least 17 years of age and be accepted to and/or attending a full-time higher education program at an accredited institution of learning. Applicant must have a minimum of 3.0 GPA based on the previous year's academic performance.

### Area of Study:

General, Marketing, Business, or MBA

### Contact Information

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