AD+PR Graduate Scholarships
January, 2016

The Department of Advertising + Public Relations will offer several scholarships for ADPR Master’s and Doctoral students. These scholarships will be awarded at an Awards Ceremony on Friday, April 15, 2016, 11:30 a.m. in COM 147 with reception to follow. Students graduating in May 2016 are not eligible for these scholarships.

Each scholarship will be awarded to one or more students, and award amounts will vary from $500 to $1000 or more. All awards are to be used for Summer 2016, Fall 2016, or Spring 2017 tuition and fees at the University and will appear on the recipient's fee receipt. Students interested in being considered should complete the application that accompanies this information and submit a single PDF file that includes 1) your completed application form, 2) your application letter, and 3) your resume to: goodl@msu.edu by 4:00 p.m. Friday, February 12, 2016. Applicants should carefully consider their eligibility before applying and present their qualifications as indicated.

Graduate Students

Richard E. Augenstein Public Relations Scholarship will be awarded to a Public Relations MA student and an undergraduate majoring in Advertising, who is pursuing a Public Relations Specialization and/or is active in the Public Relations Student Society of America (PRSSA). The applicant should have a strong academic record. The application letter must clearly indicate interest and intention to pursue a career in Public Relations.

Leo Burnett Graduate Scholarship will be awarded to one or more Advertising or Public Relations MA student/s with serious plans for a career in an advertising agency. In the application letter, applicants must clearly designate that their chosen career is with an advertising agency (and more specifics, if possible) and why you wish to pursue that career path. Financial need is also a criterion for selection, so be sure to document that need on the application form and if further details are appropriate, include them in the application letter. Selected recipient/s will have a chance to job shadow at the Leo Burnett Detroit location during the next academic year.

Bonnie B. Reece Graduate Scholarship will be awarded to a domestic Advertising or Public Relations MA student who demonstrates academic excellence, financial need, and leadership. Dr. Reece is a former Chairperson of the Department and long-time faculty member who is devoted to high quality graduate education she wished to make life easier for one or two students each year by establishing this scholarship.
Janet L. Loria Scholarship will be awarded to one or more deserving Advertising or Public Relations MA or MIS Ph.D. students. Janet Loria served as a graduate secretary at MSU for many years and she was a friend and mentor to every student she knew. Knowing how much Janet loved her students, upon her death, her family established an endowment to provide scholarships to students who have high academic achievement, have formulated career goals, and who volunteer to help others have a better life.

Marie Louise Gephart Donnell Scholarship will be awarded to outstanding MIS Ph.D. students in the ADPR department. Mrs. Donnell and her husband were both instructors at MSU and from 1960 – 1969, Mrs. Donnell was a department chairperson. The fund was established to help defray the costs of higher education and to reward students for strong academic performance and professional achievements such as research and teaching excellence.
College of Communication Arts & Sciences

Department of Advertising, Public Relations, & Retailing

309 Communication Arts and Sciences Building
East Lansing, MI 48824-1212

517-355-2314
Fax: 517-432-2589
www.adv.msu.edu