



CALL FOR APPLICATIONS FOR THE BETSY J. PETERSON- MARKETING RESEARCH ASSOCIATION AWARD

Applications are now being accepted for the Betsy J. Peterson-Marketing Research Association Award. This education award is given to selected qualified candidates who are currently in the opinion and marketing research profession or to those interested in pursuing a career in this profession. The Award has been established by the Marketing Research Association to provide financial assistance for qualified individuals to enhance their education in this important, knowledge-based profession. It is given in recognition of MRA's first Executive Director, Betsy J. Peterson.

Selection Committee

Selection is a two-part process. Applications for "Principles of Marketing Research" are reviewed first by the Georgia Center at the University of Georgia. Eligible candidates are then reviewed by the Marketing Research Association Award Selection Committee. The Selection Committee reviews all Applications and makes the final selection(s) for the Award.

Applying for the Award

This application is to be completed by all students wishing to be considered for the Betsy J. Peterson-Marketing Research Association Award for the *Principles of Marketing Research* program administered through the Georgia Center of the University of Georgia. Applications will be reviewed and the Award presented to the student(s) who meet all eligibility requirements and who, in the opinion of the committee, will make a positive contribution to the profession of marketing and opinion research. Selection criteria will include a demonstrated desire to be a part of the Marketing Research profession, financial need with limited or no employer financial support and the content and quality of responses provided by the applicant.

You may access the official application on the MRA Website, www.mra-net.org or by calling MRA Headquarters at 860-682-1000.

Award Timeline

Call for Applications: January-March, 2007
Application Deadline: March 30, 2007
Announcement of Award: May 7, 2007