

**Application for Admission**

**DEADLINE: OCTOBER 1<sup>st</sup> at 5:00 pm**

**A. Personal Data**

Name: \_\_\_\_\_  
Last First Middle

E-mail address: \_\_\_\_\_ Phone: \_\_\_\_\_

Expected graduation date: \_\_\_\_\_ How did you hear about the MI? \_\_\_\_\_

Major(s): \_\_\_\_\_ Minor(s): \_\_\_\_\_

Which marketing track are you pursuing? \_\_\_\_\_

GPA (overall): \_\_\_\_\_ Credit hours completed: \_\_\_\_\_ Enrolled or taken "Intro to Marketing"? Yes \_\_\_ No \_\_\_

Tippie Direct Admit? Yes \_\_\_ No \_\_\_ (Note: this is NOT a requirement to apply to the Marketing Institute)

What area of marketing (or sales) are you most interested in pursuing for your career? \_\_\_\_\_

**B. Supporting Information: To assist in the application process, please attach the following information with this application. *Incomplete applications will not be considered.***

1. A current copy of your college transcript. This can be an unofficial "Completed Grades" (not "Degree Audit") report printed off ISIS.
2. A current copy of your resume.
3. A 2-3 page typed, double-spaced essay that answers the following questions:
  - a) what are your professional career interests and goals?
  - b) the experiences that have shaped these professional interests and goals
  - c) how do you expect the MI experience to benefit you on both a professional and a personal level?

**C. Certification**

I certify that to the best of my knowledge all information given in this application is correct and complete, and I understand that any material omission or misinformation concerning my qualifications, grades, scores, and admissions data may void my application or result in dismissal from the Marketing Institute and forfeiture of any scholarship benefits.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**Please return application & attached materials:**  
**Peggy Stover, Director of the Marketing Institute - S259 Pappajohn Business Building**  
**Email: [Peggy-E-Stover@uiowa.edu](mailto:Peggy-E-Stover@uiowa.edu)**  
***(if the office is closed, please slip under the door)***

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The University of Iowa requests this information for the purpose of admission to the Marketing Institute. No persons outside the University are routinely provided with this information. Responses to items marked "optional" are optional; all other items are required. If you fail to provide required information, the University may not consider your application.