

# Outstanding Marketing Student Award

(awarded at MBA graduation ceremonies)

- Recognize academic excellence and contributions to the discipline and profession of marketing.
- Showcase the school's top students to potential employers and advisory board members.



WEATHERHEAD  
SCHOOL OF MANAGEMENT

CASE WESTERN RESERVE  
UNIVERSITY

# Award Criteria

1. Overall GPA and academic performance
2. Evidence of contributions to marketing profession at Weatherhead
3. Aspirations for continued contributions to the Marketing profession
4. Inputs from marketing faculty on student conduct and potential



# Award Process

- Identify eligible students (faculty/CDC)
  - GPA > 3.5 overall
  - Marketing Coursework:
    - $\geq 4$  marketing courses by graduation,
    - Core + 2 electives by end-Fall, II year
- Invite finalists (max: 5) to apply in February of II year
  - Formal application
  - Resume
  - Supporting materials (e.g., statement of contributions)
- Marketing Division Faculty Selection





# Outstanding Marketing Student Award

- WINNER:
  - Plaque and Certificate of Recognition (announced at graduation event)
  - Cash prize worth \$500
  - Collegiate AMA membership for 1 year
  - Special networking event with marketing faculty and advisory board members
  - Dinner with one advisory board member of choice
- Finalists
  - Certificate of Recognition
  - Collegiate AMA membership for 1 year
  - Special networking event with marketing faculty and advisory board members

# Outstanding Marketing Student Award 2012 Winners

- 2012 : Julia Steinberg
- Finalists
- Indrajeet Ghatge
  - Anshuman Chandrachud



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# Outstanding Marketing Student Award Past Winners

- 2011 : Ting Ju Chang Chien  
Finalists
  - Abhishek Bharadwaj
  - Cara Gilmore
  - Mathew Janecek
  - Maura Slater
  - Akhila Skiftenes
  - John Tsai



# Outstanding Marketing Student Award Past Winners

- 2010 (Inaugural Year): Maria Ismail
  - Finalists
    - Sarah Fox
    - Wei-Cheng Lin
    - Kyle Mooney
    - Kimaya Naik

