

What is The Michael G. Edwards Legacy Award in Strategic Marketing?

The Michael G. Edwards Legacy Award in Strategic Marketing was established to honour the creative contributions of Michael G. Edwards in the fields of communication and marketing. The award will provide financial assistance and recognize the academic achievement of an exceptional Chang School continuing education student registered in the Certificate in Strategic Marketing and can articulate the importance of “your brand.”

What is the value of The Michael G. Edwards Legacy Award in Strategic Marketing?

There is one annual award valued at \$1,500.

Who is eligible to apply?

To be eligible to apply for The Michael G. Edwards Legacy Award in Strategic Marketing you must meet all of the following criteria:

1. Be a Chang School continuing education student registered in the Certificate in Strategic Marketing
2. Have successfully completed a minimum of two courses in the Certificate in Strategic Marketing
3. Have maintained a minimum cumulative grade point average (CGPA) of 3.0 (B)
4. Be a Canadian Citizen, Permanent Resident, or Protected Person (with valid *PPSD*)
5. Be an Ontario resident for at least one year (12 consecutive months)

Who is ineligible to apply?

You are ineligible to apply if you have received the award in the past.

How will students be selected?

Students will be evaluated and ranked according to the following criteria:

1. Evidence of academic achievement (*Unofficial Transcript*)
2. Essay (150 words or less) of “your brand” that focuses on the following:
 - a. “You are a brand.”
 - b. “Why does your brand matter?”
 - c. “What is your unique selling proposition (USP)?”

Students are expected to be honest in providing information on the application and in any subsequent discussions. If there is clear evidence that a student has misrepresented their circumstances or achievements, the award will be refused or withdrawn.

Application and Notification

The Michael G. Edwards Legacy Award in Strategic Marketing application is available online on The Chang School website and at The G. Raymond Chang School of Continuing Education, Heaslip House, 297 Victoria Street. Your completed application must be printed and handed in at the information desk in The Chang School lobby by **4:00 p.m. on Friday, August 18, 2017.**

All students will be notified by email. The successful student will have their name posted on The Chang School website and a formal presentation of this award will be made at The Chang School Awards ceremony in Fall 2017.

Part 1: PERSONAL INFORMATION

Last Name	First Name	Student Number	
Mailing Address	City	Province	Postal Code
Email Address	Cell Phone	Home Phone	

Part 2: STUDENT INFORMATION

Please select each option that applies to you:

<input type="checkbox"/>	Chang School continuing education student registered in the Certificate in Strategic Marketing
<input type="checkbox"/>	Successfully completed a minimum of two courses in the Certificate in Strategic Marketing program; Please flag on your <i>Unofficial Transcript</i>
<input type="checkbox"/>	Maintained a minimum CGPA of 3.0 (B)
<input type="checkbox"/>	Canadian Citizen, Permanent Resident, or Protected Person (with valid <i>PPSD</i>)
<input type="checkbox"/>	Ontario resident for at least one year (12 consecutive months)

Part 3: ADDITIONAL INFORMATION TO INCLUDE WITH APPLICATION

Please include the following with your application:

<input type="checkbox"/>	Evidence of academic achievement (<i>Unofficial Transcript</i>)
<input type="checkbox"/>	Essay (150 words or less) of “your brand” that focuses on the following: a. “You are a brand.” b. “Why does your brand matter?” c. “What is your unique selling proposition (USP)?”

Part 4: DECLARATION

The above information is, to the best of my knowledge, true and accurate. I understand that any false statements I may make could disqualify me from The Michael G. Edwards Legacy Award in Strategic Marketing. By signing below, I indicate that I understand and agree to these terms and conditions. The information on this application is collected under the authority of the Ryerson University Act. It will be used to process your application for this award and to determine the recipient of the award. If you have questions about the collection, use and disclosure of this information by the University, please contact the Manager of Student Financial Assistance and Awards, Ryerson University, 350 Victoria Street, Toronto, Ontario, M5B 2K3, 416.979.5113.

Name (Printed)	Signature	Date Signed
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