

Infinity Dental Web/Internet Marketing Scholarship

This year's Infinity Dental Web scholarship seeks to assist students pursuing an education in marketing. With this scholarship, we hope to be able to assist some promising student who will make a contribution to the success of business, and to encourage them to use their skills in promoting quality dental care. Qualifying applicants will answer the essay question provided. The essay should be between 500-750 words. You may upload an essay in Word or PDF format, or you may copy and paste it into the application form. Essays will be judged on both the quality of the writing and the substance of the ideas presented. To be considered, you must submit the application and essay before the deadline. Identify a family dental practice that provides a basic level of dental care to a middle-class clientele. It can be your own dentist or any dentist, as long as the practice has a website. Please identify the practice by giving us the URL of their website. Visualize yourself as a marketing professional who has been hired to help transform this practice to a high-end practice focusing on smile makeovers and catering to a high-income clientele. Describe how you would brand this practice. Give a specific and detailed critique of what you would do to change their website.

AWARD INFORMATION

Award Amount	\$250
Number of Awards	1
Application Deadline	June 30
Available to Class Level	Freshmen, Sophomores, Juniors, Seniors, Graduate students, Postgraduate students
Renewability	Not renewable

ELIGIBILITY REQUIREMENTS

Minimum GPA Required	0
Ethnicity/Heritage	None specified
Residency	None specified
Gender	None specified
Religious Affiliation	None specified
Location of College	None specified
Area of Study	Mathematics, Marketing, Statistics, Social Sciences, Social Services
Financial Need	Financial need analysis is not required

SCHOLARSHIP SPONSOR

Organization	Research Specialist Infinity Dental Web
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