

# General Member Application Winter 2018

Please fill out this form to apply to Michigan Advertising & Marketing for the Winter 2018 semester. The application will close 11:59 PM EST on Monday, January 15th, 2018. Any applications submitted after this time will not be accepted. You will notified of the status of your application by 10:00PM EST on Wednesday, January 17th, 2018.

Should you move to the next round, we will conduct 30-minute interviews on Friday, January 19th. MAM E-Board members will conduct invite-only informational coffee chats to answer questions for those receiving interviews on Thursday, January 18th in the Blau Hall Basement. Final decisions for interviewees will be released at 5:00PM EST on Saturday, January 20th, with a mandatory Welcome Meeting for all new and existing members on Sunday, January 21st from 3:00PM - 4:30PM EST.

Feel free to e-mail Sarah Hansen (sarahlha@umich.edu) or Shannon Perry (perrysl@umich.edu) if you have any questions.

Good luck!

## Application Form

Name [Required]

Username [Required]

Year in School [Required]

Valid input:

- Select only one choice.
- must select a value.

- Freshman
- Sophomore
- Junior
- Senior

School, Major (ex: LSA, Communications) [Required]

Why are you applying to MAM? Specifically, what would you love to learn about if you were to become a MAM member? How will you contribute to MAM? [Required]

Please include at least 2-3 sentences for each question.

In 140 characters, tell us what makes you unique. Think of marketing yourself through a Tweet. [Required]

Valid input:

- must contain at most 140 characters.

Describe your background with marketing, advertising, research, market research, creative thinking, or strategy (if any). [Required]

Are you involved in any other organizations or forms of employment? If so, how will this affect the time and effort you are able to contribute to MAM? [Required]

Pick your first choice for type of account team. If applying to the Client Teams, you will need to provide a SWOT analysis as explained in question 11. If applying for CDT, you will need to provide some type of portfolio as explained in question 12. [Required]

Valid input:

- Select only one choice.

Client Teams

Creative Design Team (CDT)

Resume [Required]

Please upload your resume here. If you need more information, check out the career center's resources here: <https://careercenter.umich.edu/article/resume-resources>.

SWOT Analysis

If you are applying to the Client Teams, please upload a one-page PDF analyzing either Pancheros or Espresso Royale through a SWOT analysis. Please visit this link for further instructions and details: <https://docs.google.com/a/umich.edu/document/d/1QQmPTkaBLRaKfRZVGcUw9GybSPuA9S2MsxnDc9VQg4Q/edit?usp=sharing>. If the upload does not work, please e-mail your name, uniquename, and attached PDF to Sarah Hansen ([sarahlha@umich.edu](mailto:sarahlha@umich.edu)). (Required for Client Team applicants).

Creative Portfolio

If you are applying to the Creative Design Team, please upload examples of your work or a portfolio of work. If you don't have a portfolio, please pick a brand or online/print ad that you like and recreate a new ad for this client. We are looking for your sense of design aesthetic and experience with design in general. If the upload does not work, please e-mail your name, uniquename, and attached portfolio to Tiffany Teng ([tiffeng@umich.edu](mailto:tiffeng@umich.edu)). (Required for CDT applicants).

Is there anything else you'd like us to know? Seriously, anything?