

Fokus Media Award #1

Open to past COMN 3700 and past COMN 3701 students. A student may apply to both awards but will only be granted one award.

This \$1,250 award was established by Fokus Media to provide support to a Communication Studies Major who is interested in pursuing a career in advertising, marketing or media. The award is given to a past student in COMN 3700 "The Emergence of Advertising", or COMN 3701 "Advertising, Culture and Society", who has achieved a high GPA in either one, or both of these courses, demonstrates financial need, and is continuing as a Communication Studies Major. Students will submit a letter to the department outlining how one or both of these courses contributed to their knowledge of advertising and marketing and how this knowledge shapes their career plans.

To be considered for this award, submit your letter to the Undergraduate Program Director via email (mlc@yorku.ca) by Monday, October 30, 2017.