

I-MIX Application Instructions

The deadline for completion of the application and receipt of all supporting materials is **April 30, 2010**. Since admission to the program is highly competitive, students are urged to submit their applications as early as possible and to confirm that the supporting materials are received by DMEF by the application deadline.

Application

You must complete the attached application form or visit www.directworks.org to download the application form.

Personal Statement

You must submit a personal statement (minimum 250 words) detailing why you would like to participate in this program.

Transcript

You must submit an official transcript from your undergraduate institution.

Letters of recommendation

You must submit one letter of recommendation from a Professor.

Send all supporting materials to:

Direct Marketing Educational Foundation
1120 Avenue of the Americas
New York, New York 10036-6700
Attention: I-MIX 2010 Summer Program

Material may also be emailed to dmeff@directworks.org or faxed to 212-790-1561.

Applicants will be notified of acceptance into the program by May 14, 2010 via email.

For questions regarding the I-MIX program contact:

Jim Wu
Assistant Program Manager
Direct Marketing Educational Foundation
jwu@directworks.org



DMEF I-MIX SUMMER PROGRAM
Application for Enrollment

August 2, 2010 - August 6, 2010

Name: _____
Last First Middle Initial

Gender: Male Female

Current Address: _____

City/State/Zip: _____

Permanent Address: _____

City/State/Zip: _____

Preferred E-Mail Address: _____

Phone#(xxx-xxx-xxxx): _____ Alt.Phone#(xxx-xxx-xxxx) _____

College/University: _____ Expected Graduation Date: _____

GPA: _____ Major: _____ Minor: _____

Current Class: Freshman Sophomore Junior Senior

Personal Statement

Please provide a personal statement typewritten (minimum 250 words) on 8 ½ x 11 paper. DMEF will choose participants based on rigorousness of undergraduate course of study, demonstrated interest in the marketing field, previous work experience, leadership potential, extracurricular activities, ability to communicate effectively, and other factors. Your statement should include any of the above information that you would like the DMEF to consider. **Please also indicate how you heard about the program.**

Official Transcript

You must submit an official transcript from your undergraduate institution.

Letter of Recommendation

You must submit one letter of recommendation from a Professor.

I certify that this application is complete and accurate to the best of my knowledge. I further understand that any material omission or misinformation may void my application.

Signature: _____

Date: _____

Checklist:

- (1) Completed Application
- (2) Personal Statement
- (3) Official Transcript
- (4) Letter of Recommendation

Please mail material to:

Direct Marketing Educational Foundation
1120 Avenue of the Americas - 14th Floor
New York, New York 10036
Attention: I-MIX 2010 Summer Program

All Materials Must Be Received by April 30, 2010.