# *Healthcare Marketing & Communications Application Criteria*

**The Healthcare Marketing & Communications (marcom) scholarship will be awarded to 10-20 students who will receive a trip to Minneapolis where they will participate in career building & professional development activities and networking with various companies in the healthcare field.**

**TLF’s Healthcare Marcom scholarship is specifically for ethnic minorities interested in communications & marketing in the healthcare industry. This includes healthcare brands/companies and healthcare practices at communications/PR agencies.**

**Examples of companies and organizations in healthcare include: Pharma (Bayer, Merck), Technology (Medtronic), Payers, Providers (UnitedHealthcare), Hospital Systems, Biotechnology (Amgen), Nutrition, Agencies (Real Chemistry, The Weber Shandwick Collective, FleishmanHillard), etc.**

Undergraduate (current freshmen, sophomores, juniors and non-graduating seniors ONLY!) and Graduate/Ph.D. applicants meeting the following criteria and completing the online application will be considered for The LAGRANT Foundation (TLF) Healthcare marcom scholarships ranging from $2,500 to $3,750.

Eligibility Criteria:

* Must be a U.S. citizen, permanent resident or DACA recipient.
* Must be a member of one of the following ethnic groups: African American/Black, Asian American/Pacific Islander, Hispanic/Latino or Native American/American Indian.
* Must be a full-time student at a four-year, accredited institution in the U.S., carrying a total of 12 units (or 9 for graduate students) or more per semester/quarter.
* \*Must have a minimum of 3.2 GPA (if you do not meet this requirement, please see the application checklist below).
* **MUST** major in a field of study that has an emphasis in advertising, marketing, public relations and have demonstrated interest in healthcare marketing and communications.
* **MUST** have **AT LEAST ONE YEAR** to complete his/her degree from the time the scholarships are awarded in May 2025.
* **Recipients MUST be available to participate in the scholarship activities from Sunday, May 18 – Wednesday, May 21 2025.** If chosen, the applicant MUST attend TLF’s scholarship activities as noted at top of page to receive the scholarship. The applicant must make a one-year commitment to maintain contact with TLF to receive professional guidance and academic support.

**Before uploading and submitting your application online, all application documents must be combined and saved into *one* PDF!**

Application Checklist:

* **Application must be typed or it will not be accepted.**
* Application form, which includes all of the following components. **The following essay questions should be answered on separate pages:**
  + A one to two-page essay outlining your career goals in healthcare marcom and how you plan to leave an impact on the field.
  + An essay, no longer than one-page, explaining why you believe it’s important to increase the number of ethnic minorities in the field of healthcare marketing & communications.
  + A brief paragraph explaining college and/or community activities in which you are involved in
  + A brief paragraph describing any honors and awards that you have received.
  + \*Optional: If you do not think your GPA accurately reflects your scholastic capability and achievement, then draft an essay no longer than one-page explaining the discrepancy.
* One reference letter from a college professor or internship advisor on official letterhead and signed.
* Your current resume.
* Unofficial transcripts from your college/university; if you are selected as a finalist, you must provide official transcripts. An acceptance letter from your college/university may be used as a substitute for unofficial transcripts if you are an incoming freshman for Fall 2025.
* Headshot photo of applicant.
* **Applications must be submitted online only no later than 5:00 p.m. PST on February 28, 2025. Applications submitted by 11:59 p.m. PST on or before Wednesday, January 15, 2025 will receive an additional 10 bonus points to their application. Applications submitted after February 28, 2025 WILL NOT be accepted!**

To apply for this scholarship, please visit [www.lagrantfoundation.org](http://www.lagrantfoundation.org).