



UNC Asheville. SERIOUSLY CREATIVE.



The Department of Management and Accountancy
The Asheville Sales Marketing Executives Association Scholarship

The Asheville Sales Marketing Executives Association Scholarship was established in February 1997 under the direction of Mr. E. L. Bradley, Sr., President of Asheville Sales Marketing Executives Association), for the explicit purpose of supporting a UNC Asheville student majoring in Management and concentrating in Marketing. The Association further specified that the candidate meet all the Western North Carolina Leadership Scholarship qualifications.

Criteria for the Award

- Applications are submitted to the Department of Management and Accountancy prior to February of the preceding academic year. Selection is based upon the following criteria:
- Declare major in Management with a concentration in Marketing
- Demonstrate academic merit
- Demonstrate excellent leadership potential

Selection Process

A department selection committee will recommend a candidate for the award to the full department faculty. The department chair will make the final decision on awarding the scholarship.