

FLORIDA ATLANTIC UNIVERSITY

College of Business | Department of Marketing

Dr. Cheryl Burke Jarvis AMA Membership Award

Sponsored by the FAU Chapter of the American Marketing Association

ABOUT THE AWARD'S NAMESAKE

This award is named in honor of Dr. Cheryl Burke Jarvis, who served as Professor and Chair of the Department of Marketing at Florida Atlantic University's College of Business from 2017 to 2022 and has held the Phil Smith Professor of Free Enterprise chair since 2019. Dr. Jarvis is a widely cited scholar in marketing strategy and services marketing, with research recognized across the field, and she has also served as a Research Faculty Fellow with the Center for Services Leadership at Arizona State University. Before joining FAU, she was a Professor of Marketing and Associate Dean of the College of Business at Southern Illinois University.

Throughout her career, Dr. Jarvis has championed experiential learning and student involvement in professional organizations like the American Marketing Association. This award carries forward her commitment to preparing FAU marketing students for engaged hands-on careers in the field by removing the cost barrier to AMA membership.

PURPOSE

This award funds one year of local (FAU Collegiate Chapter) and national American Marketing Association membership dues for an undergraduate student(s) in the College of Business. The award is intended to support a student's professional development, networking opportunities, and involvement in the marketing field beyond the classroom.

ELIGIBILITY

Currently enrolled as an undergraduate student in the FAU College of Business

- Not currently a paid member of AMA at the time of application
- 2.8 GPA or above
- Financial need

APPLICANT INFORMATION

Name: _____

Major: _____

Expected Graduation Date: _____ Do you currently receive financial aid? ☐ Yes ☐ No

ESSAY

Why are you deserving of this award? Include how you will contribute to the FAU AMA organization if you are chosen for this award. (No more than one page)

CERTIFICATION

By signing below, I certify that the information provided in this application is true and complete to the best of my knowledge.

Signature: _____ Date: _____

Email this application to Professor Eileen Acello eacello@fau.edu. The subject line should read: AMA Membership Application

Deadline for applications: Fall: September 25, 2027

Spring: January 23, 2027