

For Immediate Release
March 21, 2005

Contact Bill Taylor, Asst. Director, News Services
taylorb@ferris.edu, (231) 591-2065 or 591-5604

Chicago organization supports Ferris e-commerce marketing scholarship

BIG RAPIDS – The Chicago Association of Direct Marketing’s (CADM) Educational Foundation has established an annual E-Commerce Marketing Scholarship for students at Ferris State University through the efforts of Susan K. Jones, Ferris professor of marketing.

Candidates for the award must be enrolled in the e-commerce concentration of the Ferris marketing program, have a minimum cumulative grade point average of 3.0 or above (2.5 or above for continuing students) and submit an essay expressing their interest in an e-commerce marketing career. Four scholarships will be available annually with one recipient chosen from each of the freshman through senior levels of the program.

Jones, a Ferris faculty member since 1990, is a trustee of the CADM Educational Foundation and a columnist for its monthly *adMarks* newsletter. She has been affiliated with the group for more than 20 years and was CADM’s 1996 Volunteer of the Year and its 2002 Charles S. Downs Direct Marketer of the Year.

“The Chicago Association of Direct Marketing Educational Foundation is very generous to support our e-commerce marketing curriculum,” said Jones. “They have confidence in the quality of our program. It makes quite a statement on behalf of Ferris when this organization, based in Chicago, wants to invest in our students. They have been supportive to us and our students enjoy attending some of the events they sponsor.”

Jones has written “Creative Strategy in Direct Marketing” and is co-author of “Marketing Convergence.” In addition to her membership in CADM, she is a member of the Direct Marketing Association, Direct Marketing Educational Foundation Professors’ Group, Direct Marketing Association of Detroit and American Marketing Association.

Information regarding the establishment of scholarships at Ferris is available by contacting Debra Jacks, director of planned giving, at 591-3817 or jacksd@ferris.edu.