

APPLICATION – DIRECT / INTERACTIVE MARKETING SEMINAR FOR PROFESSORS

January 10-12, 2007 in Washington, DC

**sponsored by Direct Marketing Association of Washington Educational Foundation (DMAWEF)
conducted by Direct Marketing Educational Foundation (DMEF)**

To be considered, all information requested in this application must be typed or printed legibly.

- **Eligibility:** Applicants must either be a full-time professor or Ph.D. candidate at an accredited four-year college, university or graduate school. Preference will be given to those currently teaching or planning to teach direct/interactive marketing, integrated marketing communications, or Internet marketing/E-commerce. (Note: If you have attended a Professors' Institute within the last 5 years, you are not eligible for the January Seminar.
- Please answer question D on a separate page.
- Send or Fax your application materials (application, answer to question D, VITA (or brief bio) and a copy of your course outline, if applicable) to: The Direct Marketing Educational Foundation, 1120 Avenue of the Americas, New York, NY 10036-6700. Applications must be received no later than Friday, December 8, 2006. Please allow time for delivery or FAX to 212.790.1561.

Name _____ Title _____

University/College _____ Dept. _____

Address _____

City, State, ZIP _____

Office phone _____ FAX _____ E-mail _____

Home Address _____

City, State, ZIP _____ Home phone _____

A. Have you ever attended a DMEF-sponsored Professors' Institute? ___ If so, where and when was it held?

B. Have you attended a professional seminar offered by The DMA? _____ If so, which Seminar(s) and when?

C. Are you currently teaching direct/interactive marketing, integrated marketing communications, Internet/E-commerce? _____ If yes, please complete the following and attach your course outline to this application.

Course Title _____ Level _____ # of Credits _____

Course Title _____ Level _____ # of Credits _____

D. How will your participation in this Basic Program affect your teaching, research/writing, department or campus activities? *This is your opportunity to make your case for selection. Be concise. Be specific.*

Signature _____ Date: _____

**APPLICATION & VITA DUE IN NEW YORK NO LATER THAN DECEMBER 8, 2006.
ALLOW TIME FOR DELIVERY OR FAX TO 212.790.1561**