



# MARKETING



EDUCATE | DEVELOP | GROW | EMPLOY

## Interactive Marketing Analytics Xperience (I-MAX) Fact Sheet

**PROGRAM DATES:** August 1-5, 2015 | Mountain View, California

**OVERVIEW:** Marketing EDGE and sponsor company, [Google](#), will offer a select group of college students in a variety of majors a chance to learn about Big Data, how it's changing marketing, and how these changes are opening up new and exciting career opportunities.

**SPONSORS:** [Google](#) and The Lee Epstein Fund

**ELIGIBILITY:** You are eligible to participate in I-MAX if you:

- Are currently enrolled in an accredited 4-year college/university in the United States
- Have a GPA of 3.0 or higher

*Science, technology, engineering, and math (STEM) majors are highly encouraged to apply.*

**PROGRAM COSTS:** A fee of \$300 is required **upon acceptance** to the I-MAX program. **A limited amount of financial assistance is available upon request.** Students seeking assistance must provide a letter of recommendation from a professor, advisor or counselor who can verify financial need and vouch for your work ethic in the classroom.

All program materials, housing, and most meals will be covered. **Marketing EDGE will reimburse travel costs of up to \$500 for program participants.**

**APPLICATION PROCESS:** To complete the online application, visit...  
<http://www.marketingedge.org/marketing-programs/imax-program/application>

**DEADLINES:**

**Application Deadline:** *June 5, 2015*

**Acceptance Notification:** *June 12, 2015*

**Enrollment Materials and Fee Due:** *July 10, 2015*

**HOW TO REACH US:** Contact Rachel Fontana

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