### APPLICATION FORM\*

### The Florida State University Undergraduate Certificate in Multicultural Marketing Communication

**\*NOTE: *Please return completed application and letter of intent   
prior to beginning the Certificate Program.***

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Application \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Other Phone # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you a (check one): FSU Undergraduate Student \_\_\_ FSU Undergraduate Special Student \_\_\_\_ Not at student at FSU \_\_\_\_

IF FSU STUDENT: Date of admittance to The Florida State University\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major Area of Study \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IF NOT AN FSU STUDENT: Main area of studies or professional activity \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Letter of Intent.**  Please attach to this application a one- to two-page letter of intent explaining why this certificate program is of interest to you and how you will use the skills obtained in your professional or academic career. **Answer the following questions:**

* What are your plans and goals for activities after obtaining the Certificate?
* How will a Certificate in Multicultural Marketing Communication aid you in achieving those goals?

**Send all application materials to:**

**Dr. Felipe Korzenny,**, School of Communication, The Florida State University,   
P.O. Box 306266, Tallahassee, FL  32306-2664, or by **e-mail to** [**HispanicFSU@gmail.com**](mailto:HispanicFSU@gmail.com)