

Keiser University Flagship Campus Automotive Dealership
Management/Women in Automotive Scholarship
Valued at \$20,000

Keiser University's Flagship Campus in West Palm Beach is providing a second opportunity for a \$20,000 Scholarship (\$5000 per year over four years) for the Automotive Dealership Management Program on the Flagship Campus or Online (or any 4-year undergraduate program offered on the Flagship campus). This opportunity is provided through Keiser University Flagship Campus along with a sponsorship partnership with the Women in Automotive Organization. The recipient that earns the awarded scholarships are announced at Women in Automotive Conferences (the awardee does not need to be present). Next deadline: Female applicants have until May 2, 2023 to apply.

- The applicant should direct a request and essay for consideration to either to Mr. Brian Bastin at bbastin@keiseruniversity.edu or Dr. Martha Rader at mrader@keiseruniversity.edu. The applicant must submit a written essay of approximately 500 words describing his/her accomplishments to date, career aspirations, and what makes him/her a good candidate for this scholarship.
- The applicant must submit educational transcripts, either from high school or college, prior to being accepted to the university.
- The applicant must meet the admission requirements of Keiser University.
- The intent is to provide the applicant \$5000 per year (\$20,000 over four years).
- All applicants will be reviewed by the selection committee made up of Automotive Dealership Management faculty to determine eligibility and merit for this scholarship and awarded based on selection criteria of the selection committee.
- The deadline for submitting applications is May 2, 2023.
- Recipient must enroll full time at the Flagship Campus in the Automotive Dealership Management Program on Campus or Online or any four-year undergraduate program offered on campus.
- No cash value.
- Program start date August 2023 or January 2024.

“The auto industry indicates that women either buy or influence up to 85% of automobile purchases. CNW Marketing found that 47.3% of women would prefer to buy a car from women, yet only 7% of the sales associates in dealerships are women. It makes sense that organizations such as Keiser University, Women in Automotive, and successful automotive dealerships are trying to increase the percentage of sales and leadership positions for women in the industry. The leaders that work toward inspiring a positive culture and inviting a diverse workforce will likely experience higher referrals and sales,” said Martha Rader Professor, Keiser University. <http://www.keiseruniversity.edu/professor-shares-automotive...>

Keiser University Automotive Dealership Management Program

Program Mission

The Mission of the Automotive Dealership Management Program is to provide a quality overall education experience, which provides students with the skills necessary for success in employment, management, or ownership of today's complex and changing automotive and vehicle retail distribution systems.

Program Description

Keiser University's Bachelor of Arts in Business Administration: Automotive Dealership Management program prepares students with the skills needed to become future industry leaders. The curriculum examines various environmental factors influencing the automotive industry such as technological progress, consumer expectations, government regulation, and personal mobility. Students will be exposed to the unique challenges facing today's automotive and vehicle retail distribution systems and graduates will be equipped with the knowledge, skills, and techniques to thrive in this new environment.

Program Objectives

The overall objective of the program is to provide the student with the highest level of educational value in order to provide the tools necessary for success in today's automotive dealership and vehicle retailing environment. Upon completion of this program, students are able to:

- Comprehend and apply current concepts of automotive dealership and vehicle retail management organizations.
- Comprehend, discuss, and apply regulatory and ethical practices.
- Enhance research, communication and presentation skills using professional literature.
- Demonstrate the integration of knowledge and professional skills.