

YMA Fashion Scholarship Fund Case Competition

More than 200 undergraduate students from 65 universities will win:

- Scholarships of \$5-10,000 (finalists \$35,000)
- Expense-paid trip to NY for a January 2020 career fair, networking events and gala awards dinner
 - Summer fashion industry internships
 - Mentorships from industry leaders
 - Industry job placement assistance

INFORMATION SESSION

Thursday, April 18, from 6:00PM-7:30PM

JFF (Fertitta Hall) LL 102

If you are interested in learning more about this case competition scholarship, please attend this information session.

For a brochure about this FSF scholarship, please see the attached document “2020 FSF Scholarship Brochure 3.6.19.pdf.”

Details about the Scholarship

All Fashion Scholarship Fund (FSF) scholarship applicants will enter a case study competition. Over 200 students who enter this competition will win a scholarship of \$5,000 or more. A small number of the top winners will win a scholarship between \$7,500 and \$35,000. Last year, 740 applicants participated in this competition.

For an Overview of the Case Study Competition, please see the attached document “2020 FSF Scholarship Competition One Page Handout 3.6.19.pdf.”

The deadline to submit the case study is October 7, 2019. This scholarship is open to all undergraduate students at USC with a minimum GPA of 3.2. This is an individual scholarship, so all case studies must be completed individually.

[Click here for Eligibility Requirements and Additional Information.](#)

To win a YMA FSF Scholarship, you must complete a written case study in either a) marketing & merchandising, b) design & product development, c) analytics, or d) supply chain management. This year, the FSF case study is focused on **Fashion Collaboration**. You may focus the case study on a fashion retailer or brand of your choice, and you will develop recommendations for that retailer on collaborating with another company, an individual, or an institution that is focused outside of the fashion industry.

[Click here for the Case Study Prompt.](#)

Additional clarification about the case study can be found on a FAQ page at the YMA FSF website.

[Click here for the Case Study Competition FAQ Page.](#)

Students who win this scholarship will be invited to the FSF Awards Gala in New York City in January, 2020 (expenses paid by the YMA FSF). The Awards Gala includes networking and information events with company recruiters in the fashion industry, a FSF career fair, and the FSF awards dinner. The YMA FSF helps scholars to find internships and jobs in the fashion industry and matches scholars to mentors working in the fashion industry.

Founded in 1937, the YMA Fashion Scholarship Fund (FSF) is an international non-profit organization composed of influential members of the fashion industry. [Click here for the YMA FSF website.](#) The Fashion Scholarship Fund's goal is to advance the fashion industry by encouraging gifted and enterprising young people to learn about different types of opportunities in the fashion industry.

If you have any questions, please email Professor Dennis Schorr at dschorr@marshall.usc.edu or Professor Steve Barth at sbarth@usc.edu.