



## ESCP Europe Business School MSc in Marketing and Creativity: 2019 intake SCHOLARSHIP APPLICATION GUIDANCE NOTES

### Selection criteria

Partial scholarships of £3,000 will be awarded on the basis of:

- **Financial need**
- **Merit during the admission process**
- **Likely personal contribution to the programme**
- **Outstanding academic achievement and potential**

### **IMPORTANT NOTES:**

**a)** In general we will be looking for students who have the equivalent of a **UK first class Honours degree**, a **very high 2:1** (or international equivalents) OR those with sufficient grades to demonstrate their potential to achieve this level. The precise grades vary from country to country, but the following is intended for general guidance:

- **CGPA (cumulative grade point average):** Many countries have a CGPA system scored out of 4.0. In such cases, students with CGPA of more than 3.3 would be encouraged to apply. Other countries (such as Nigeria and Saudi Arabia) score their GPA out of 5.0. In such cases, students with a GPA of 4.3 or above would be encouraged to apply.
- **Percentages:** The system for percentages varies greatly across the world. In Ghana, around 68% would be considered excellent; in China, closer to 85% would be regarded as a top grade. In India, grades of above 75% would normally be required (and certainly a 1st Class with Distinction), but this will vary from institution to institution. In Pakistan, more than 75% would again typically be required.

**b) All the components of the admission process will be taken into account.**

**c) In the attached form you will be asked to provide details on your financial situation.** As this is an initial application, please note that you might be required to provide further information.

**d) You will also be required to submit a short essay.** This is an opportunity to outline why your background, experience and motivation make you an outstanding candidate. You may also wish to explain your current financial situation and the main reasons for us to consider you the right candidate to be awarded a financial aid.

### Eligibility

To be eligible to receive the scholarship grant you must be an **MSc in Marketing & Creativity** applicant who has been **offered a place** on the programme.

Please note that applications for grants must be received on or before the deadlines specified below, but results will not be confirmed until after you have **enrolled** to the programme. We will notify all applicants of their result, whether positive or negative.

### **How to apply**

Complete and submit the grant application form, along with the requested documentation, **by the relevant application deadline below**. You can send all documents to the following email address: [vnikitina@escpeurope.eu](mailto:vnikitina@escpeurope.eu)

### **Deadlines**

For **MSc in Marketing and Creativity** there are four deadlines for scholarship applications:

- 15 July 2018
- 7 October 2018
- 18 November 2018
- 9 December 2018

**IMPORTANT: Incomplete forms will not be considered. Please note that we are not able to change your form once you have submitted it and you will not be able to send a second application for the same scholarship. It is a student's responsibility to provide all requested documents.**

### **The evaluation process**

Once you have sent your application and supporting documents, the Head of Finance will review and evaluate your application before passing it to the MSc in Marketing & Creativity Director. Having considered the evaluation of the Head of Finance, the Programme Director will take the final decision on who is awarded a scholarship. Other members of staff may be asked to contribute to the application evaluation procedure.

If we deem it necessary, you may be asked to meet the Head of Finance when you come to our campus for the interview, or to have a short phone call to further discuss your scholarship application.

All candidates – both successful and unsuccessful – will be notified individually by email soon after the jury has taken place and the decision has been made (approximately two weeks after the grant scholarship deadline). You will receive the scholarship in the form of a tuition fee reduction on the 3rd instalment. Deposits are not waived.

**Please note that if you defer to a later intake, you will lose your scholarship and will be required to re-apply.**

If you have any further questions, please do not hesitate to contact the Admissions Office at the following email address: [vnikitina@escpeurope.eu](mailto:vnikitina@escpeurope.eu)