

THE UK SCHOLARSHIP
PROGRAM
GUIDE
2024

Last year's Scholarship Program was sponsored by:



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The Marketing Academy:

What We Believe

There are many development programs which will teach you how to be a better marketer and many more that can tell you how to become a better leader. We deliver the only program that will also show you why.

We believe that marketing, media and advertising at its best is the means to create a powerful & meaningful impact on the citizens of our planet. The only function and industry that truly influences the way people think, the choices they take and the decisions they make. For this collective power to be wielded in a positive way, our talent needs to be nurtured & developed.

We are dedicated to delivering programs that ensure the commercial and positive social impact of marketing, media and advertising is felt in every board room, now and in the future. A future which is in the hands of our emerging leaders.

We also believe that money should not be a barrier to the development of our talent. So, whilst highly selective,

our programs are delivered free of charge.

We can do this because we unite a powerful, committed and engaged community of client-side CEOs & CMOs, media and creative agency CEOs and subject matter experts from every marketing discipline in the industry who share their wisdom and knowledge on a pro bono basis.

Through our programs we:

- Identify the industry's brightest & best minds and equip them with the values, beliefs, behaviours and skills to be outstanding leaders.
- Enable our emerging leaders to gain wisdom and experience from C-Suite leaders within diverse sectors and disciplines.
- Provide a platform for high potential talent to learn best practice from around the globe, and be inspired to create world changing results

"The Marketing Academy delivers the best marketing leadership programs in the world."

Syl Saller CBE, Former Global CMO, Diageo

Who We Are...

The Marketing Academy is a non profit organisation operating in the UK, Australia and the United States.

We identify and develop exceptional talent in Marketing, Media, Communications & Advertising by providing a forum for C-Suite executives, marketing experts, business leaders and coaches to inspire, develop and mentor an entire generation of future leaders.

We deliver programs for different levels:

The Fellowship
For CMOs

The Scholarship
For emerging leaders

There are over 1000 Alumni of our programs around the world who enjoy ongoing development through powerful Alumni Programs operating in each country.

What We Do...

To deliver The Scholarship Program, we unite an entire ecosystem of brands, media owners, creative agencies, media agencies, academic institutes, and leadership organisations.

We bring together CEOs, CMOs, executive coaches, authors, experts, inspirational speakers, founders of charities and sporting legends who contribute to the curriculum on a pro bono basis, ensuring the Scholarship is a totally unique and immensely powerful learning experience.

Every year, in each country, we select just 30 emerging leaders from within Marketing, Media, Communications and Advertising sectors to experience this part time program together.

The Marketing Academy programs are highly selective. We only take those with the talent, drive, motivation and potential to be exceptional.

For those selected, our programs are completely free of charge.

The Scholarship Program Explained

The curriculum is designed around our 4P modules. These are core modules through which we empower our Scholars to be the best they can be:



Personal Development

Be an extraordinary human. Unleash potential, build confidence, challenge beliefs & change behaviors, improve performance, supercharge communication skills



People Development

Be an inspirational leader. Build high performing teams, inspire phenomenal results, boost leadership skills, develop other leaders.



Professional Development

Be an exceptional marketer. Skills development in marketing strategy, digital transformation, innovation, leading creativity, behavioural economics & more



Purpose

Be a change maker. Understand 'purpose' in every context, pay forward learning and be an ambassador for change

The 4P modules are delivered across 4 learning streams:

Residential Boot Camps

Three immersive events packed with leadership development, inspirational speakers & master classes.

Executive Coaching

Regular sessions with a dedicated Coach who will facilitate personal development

One-to-One Mentoring

Meet with up to 8 high profile experienced and influential CEOs and CMOs

Access to The Virtual Campus Program

A supplementary curriculum of workshops, lectures & keynote sessions, attended by TMA Alumni.

The UK Scholarship runs from May 2024 to January 2025. Scholars invest up to 15 days of time during the duration of the program.

The Selection Criteria

Whether your experience is in a B2C or B2B brand, public or charity sector, media or creative agency, media owner or platform, entrepreneur or working for companies large or small, all applicants are assessed equally against our criteria.

What We're Looking For In The Ideal Scholar...

- Ideally between 8 and 18 years in a marketing or agency role
- Currently in a leadership role
- Highly ambitious to further career in marketing leadership, aspiring to C-Suite or board roles
- Evidence of commitment to broadening horizons, such as an interest in charitable, social, cultural, creative, travel or sporting endeavours.
- Demonstrates commitment to career with evidence of results and achievements
- High emotional intelligence & natural drive to succeed
- Employed on a permanent (not freelance) basis in the UK at a company for a minimum of 6 months
- No known risk of termination or resignation for the duration of the program

*Please note: We have Scholarships available for individuals who do not have a 'classic' marketing background. Those who have demonstrated exceptional potential as natural marketers or who have shown outstanding entrepreneurial ability or exceptional achievement in the face of adversity will be considered.

"The Scholarship is like no other learning experience. Forget textbooks, assignments and exams – it's all about learning from inspirational leaders, being more self-aware and ultimately becoming the leader you want to be!"

The Selection Process & Dates

The Scholarship Program is free but highly selective, so we ask senior business leaders to nominate the best emerging leaders they know via www.themarketingacademy.org/uk

All nominees automatically receive an **'Invitation to Apply'** which includes essential information about the 3-stage selection process.

FEBRUARY

Application

Submission Deadline

Friday 23rd February 2024

This three-part application must include submission of: A full CV, an Employer's Endorsement, A Two-Minute Showcase Me

MARCH

The Pitch

Monday 25th March –

Tuesday 9th April 2024

Successful applicants at application screening will be invited to a 10 minute 'pitch' via virtual meeting followed by a 15-minute Q&A.

APRIL

The Panel

Monday 22nd April –

Friday 26th April 2024

Successful applicants from The Pitch will be invited to a virtual meeting interview with a selection panel of Marketing and HR Professionals.

MAY

Boot Camp 1

**Monday 20th May –
Friday 24th May 2024**

SEPTEMBER

Boot Camp 2

**Thursday 19th September –
Friday 20th September 2024**

JANUARY

Boot Camp 3

**Thursday 23rd January –
Friday 24th January 2025**

Please Read:

Important Information

How To Nominate Someone

You can nominate anyone you feel deserves a place on the Scholarship and who meets the criteria.

There's no limit to how many you nominate, all you need is their name, company, job title, email and contact number. We support diversity, inclusion and equality in every context and firmly believe that everyone, irrespective of race, ethnicity, sexuality, gender or religion, should have the same opportunity to fast track their careers and learning via the Scholarship.

We rely on you, as a nominator, to help us identify a breadth of talent across the entire industry. Go to www.themarketingacademy.org/uk and click Nominate Now.

Once they've nominated you, via our website, you'll receive an 'Invitation to Apply' which will tell you all you need to know about the selection process.

Ultimately, you'll need the support of your employer as you won't get through the selection process without an Employer's Endorsement.

You'll receive a form for your employer to fill in along with your Invitation to Apply.

About The Commitment

The program runs from May 2024 to January 2025 and to ensure the program creates the greatest impact, Scholars must dedicate up to 15 days to the program.

If a Scholar changes employer during the program or demonstrates a lack of commitment required to reap the benefit of the program, we reserve the right to terminate their place. Scholarship places are not transferable.

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