



FAQs

What does the Scholarship involve?

The Marketing Academy's Scholarship Program is a 9-month leadership development program of Mentoring, Coaching and Learning. The program is completely free of charge though highly selective and if you're successful in securing a place you'll receive the following benefits:

- The opportunity to meet with 8 senior industry leaders (Brand and Agency) for face to face mentoring sessions
- An Executive Coach to work with throughout the entire program
- 3 x Residential Boot Camps held in and around the New York area, (9 days in total) each year filled with leadership development, inspirational speakers, CEO's and master classes
- Attend up to 4 x Scholarship Lectures, each hosted by recognized subject matter experts
- The opportunity to voluntarily participate in charity program, donating your time to a small US charity
- Participation in a life changing Leadership Development Program
- Peer to Peer networking
- Exposure to high level marketing expertise across all industries
- Lifetime access to the Academy as Alumni

You can download and read the entire outline of the [Scholarship Program here](#)

How much does the Scholarship cost?

Nothing, it's completely free. The entire content of the Scholarship Program is delivered by exceptional people who volunteer their time, knowledge and expertise.

How much time are delegates expected to invest?

To get the most out of the program all delegates should expect to invest 15 working days of time to attend 3 'boot camps' in and around New York, up to 8 mentoring sessions, Scholarship lectures, coaching sessions and working with a charity. In addition, there may be time outside of work where you prepare for mentoring or coaching sessions or to share your learning within your teams or externally.

How are the 15 days for the Scholarship program broken down?

The below shows a guide of how the 15 days of the Scholarship program are broken down:

- 9 days of residential Boot Camps based in and around New York. The Scholars will attend 3 boot camps:
 - Bootcamp 1 - **Saturday, December 7 to Wednesday, December 11, 2019**
(2 of these days are over the weekend to reduce time taken out of the office).
 - Bootcamp 2 - **Monday, March 30 & Tuesday, March 31, 2020**
 - Bootcamp 3 - **Monday, July 6 & Tuesday, July 7, 2020**
- 8 hours for Scholarship Lectures. Over the course of the program the Scholars will attend 4 lectures, usually around 2 hours each.
- 12 hours for your mentoring sessions. You will have up to 8 sessions and these are spread throughout the 9 months and take place as 60 - 90-minute sessions.
- 9 hours for your coaching sessions. These are organized by the Scholars and their coaches and are spread throughout the 9-month program.

Once the Scholars begin the program, who picks up the tab for travelling costs etc?

We are a voluntary organization and therefore unable to contribute to any expenses incurred by Scholars whilst travelling to mentoring meetings, coaching sessions, or learning events. This cost must be met by the Scholars or their employers. It should be noted that the Boot Camps will require 6 nights overnight accommodation which must also be paid by the Scholar or their employer. We will always try and keep costs to a minimum.

Where can I find out what previous Scholars thought about their experience?

2018 was the first year for the program in the US however there are lots of testimonials from UK and Australian Scholars on the website and you will soon see some appear from the first US Scholars. You can view testimonials comments [here](#). We have also posted a number of videos on our social media channels from the US Scholars.

Are employers expected to give the successful Scholars fully paid leave to take part in the Scholarship Program?

Whilst employers must be in support of the Scholar's application to the program, it is not compulsory for employers to give their Scholar fully paid leave. In our experience employers appreciate the level of development the Scholarship provides to their rising stars and tend to be extremely generous in giving our Scholars time to take part. However, it is expected for employers to allow Scholars to take some time as holiday or unpaid leave.

Please note that attendance to the boot camps in the New York area is mandatory to be accepted onto the program.

When does the Scholarship actually begin?

The Scholarship year begins in December and is kicked off with a five-day Boot Camp which will be in or near New York City. The Scholarship runs until the end of July.

Can I apply if I'm based outside New York?

You can apply if you are based outside of New York, however it is essential that you are able to travel for all the Scholarship events to make the most of the Scholarship and you may have less mentoring sessions if you live on the West Coast.

Where can I find a list of all the people and companies involved in the Academy?

You can find a list of all the mentors, coaches, partners, judges and companies who are involved in delivering the Scholarship here.

You can find out who's involved globally [here](#).

What are the key dates for The Marketing Academy US 2019 /20 Scholarship Program?

Here are the key dates for the 2019 / 20 Scholarship Program:

SELECTION PROCESS:

Read Carefully — you'll need to check your calendar to ensure you'll be available. The selection process has three stages:

- **Application — Submission deadline 5pm (EDT) on Friday, September 20, 2019**
This 3-part application must include submission of a full CV, 'Employers Endorsement' and a 2 Minute 'Showcase Me'. Nominees will be informed of their progress no later than Friday, October 4, 2019.
- **The Pitch — Monday, October 14 to Friday, October 25, 2019.** Successful applicants will be invited to make a 10 minute 'pitch' followed by a 15-minute Q&A. The Pitch will be face to face where possible or via Skype / phone. Nominees will be informed of their progress no later than Friday, November 1, 2019.
- **Panel Interviews — Monday, November 4 – Friday, November 15, 2019.** Successful applicants will be invited to a face-to-face interview with a selection panel of Marketing and HR Professionals.

Successful applicants will be notified if they have a Marketing Academy Scholarship place by Friday, November 22, 2019.

BOOT CAMP DATES:

- **Boot Camp 1** **Saturday, December 7 to Wednesday, December 11, 2019**
- **Boot Camp 2** **Monday, March 30 to Tuesday, March 31, 2020**
- **Boot Camp 3** **Monday, July 6 to Tuesday, July 7, 2020**

Bootcamp attendance is mandatory. If you are unable to attend any of the boot camp dates for any reason, you may lose your place on the program.

NOMINATIONS

Once I've nominated someone, will I be informed of their progress?

We will inform successful Scholars employers if they are accepted onto the Scholarship Program. We are not able to share updates with Nominators who are not the Scholars employer. You are also welcome to join The Marketing Academy Community groups on LinkedIn and Facebook which we regularly update with what's going on.

Will the person I've nominated be informed of my identity?

Not by us – your nomination will be kept confidential. Ultimately, we leave that decision up to you. We actually recommend you give your 'nominee' some warning before you nominate them – you might consider sending them a copy of the Guide to the Scholarships which can be found [here](#).

I've got someone in mind who I think will be an outstanding future leader but they don't fit the published criteria – is it worth nominating them?

Yes. We ensure that there are a few Scholarship places available for individuals who do not have a 'classic' marketing background. These individuals should demonstrate either exceptional 'potential' as natural marketers, have outstanding entrepreneurial ability or shown exceptional achievement in the face of adversity.

Do I have to be the nominee's boss to nominate someone?

No. You can nominate whoever you chose, be it a member of staff, colleague, subordinate, boss, peer, supplier or client. You can nominate someone at an agency or business that you've worked with and have been very impressed by, or any great young marketer who you feel is a rising star. But the bottom line is: your nominee must fit the selection criteria which can be found [here](#).

What if the nominee is a freelancer marketer or is contracting?

Unfortunately, the Scholarship criteria requires the nominees to be 'employed' or own their business and so they would therefore be rejected from the process at Stage One.

Can I wait until just before the nomination portal closes before I nominate?

Yes, but you may disadvantage your nominee. **The nomination portal closes 5pm (EDT) on Friday, September 13, 2019 and the closing date for applications is 5pm (EDT) on Friday, September 20, 2019.** So, the earlier you nominate the more time your nominee will have to design and submit their application.

Can I nominate myself?

No. To be eligible for an 'Invitation to Apply' for a Marketing Academy Scholarship you will need to be nominated by someone who considers you worthy of a place. We will not accept self-nominations and the nomination portal is regularly cross checked and verified.

Can I nominate more than one person?

You can nominate as many people as you like but they will be competing against each other for a Scholarship place. We strongly recommend that you only nominate the absolute best and we really need your help in making the selection. Please only nominate individuals that meet the selection criteria.

What happens after I enter my nominee's details on the website?

After you've nominated a rising marketing star on our website, you will receive an email confirming receipt of your nomination. Your nominee will be sent all the details they need in order to apply for a place.

SELECTION PROCESS

How do I apply and what's the selection process like?

The Scholarship Program is free but highly selective, so we ask senior business leaders to nominate the best of their emerging leaders via www.themarketingacademy.org/us. All 'nominees' then receive an 'Invitation to Apply' which includes essential information about the 3-stage selection process.

Nominations for the US 2019/20 Scholarship Program close 5pm (EDT) on Friday, September 13, 2019

- **Application - Submission deadline 5pm (EDT) on Friday, September 20, 2019**
This 3-part application must include submission of a full CV, 'Employers Endorsement' and a 2 Minute 'Showcase Me'. Nominees will be informed of their progress no later than Friday, October 4, 2019.
- **The Pitch - Monday, October 14 to Friday, October 25, 2019.** Successful applicants will be invited to make a 10 minute 'pitch' followed by a 15-minute Q&A. The Pitch will be face to face where possible or via Skype / phone. Nominees will be informed of their progress no later than Friday, November 1, 2019.
- **Panel Interviews - Monday, November 4 – Friday, November 15, 2019.** Successful applicants will be invited to a face-to-face interview with a selection panel of Marketing and HR Professionals.

Successful applicants will be notified if they have a Marketing Academy Scholarship place by Friday, November 22, 2019.

To find out more about the program and selection process check out our Scholarship Program Guide [here](#).

What's an Employer's Endorsement?

To continue through the selection process, it's essential we receive evidence of employer's support of the nominees' application in written form. An 'Employer's Endorsement Form' is supplied with the 'Invitation to Apply'. Employers are asked to outline why they feel their employees should receive a place on the program and to confirm that they will enable their employee to invest a minimum of 15 days to the program if awarded.

What format should I submit my "Showcase Me" in?

The 'Showcase Me' element of the Scholarship application is your chance to show your creative side and communicate exactly why you should be awarded a place on the program. It needs to be submitted electronically but as long as we can read / watch / listen / experience it in 2 minutes we really don't mind what format it's in. All we'll say is the more original the better!

What's the selection criteria?

Whether your experience is in a consumer 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 will be assessed equally against a strict criteria.

What we are looking for:

- Ideally between 5 and 15 years in a marketing or agency role
- Already in a leadership role or position of significant influence
- Working for your current employer for 12 months or more
- Highly ambitious to further your career in marketing leadership; aspiring to board roles
- Demonstrates commitment to career with evidence of results and achievements
- Interests in charitable, social, cultural, creative or sporting endeavours
- Commitment to broadening horizons, such as world travel and further education
- High emotional intelligence
- Naturally driven to succeed
- Employed on a full-time (not freelance) basis in the US with no risk of resignation, redundancy or termination for the duration of the program

ADDITIONAL INFORMATION

What happens if I'm looking for a new job?

We believe that the learning curve of a new company wouldn't mix well with the learning's of the Scholarship program. Therefore, we reserve the right to terminate the Scholarship if you move company during the 9-month program.

What happens to the nominees who aren't selected for a Marketing Academy Scholarship?

We share free or discounted learning opportunities with the nominees who aren't selected for a Scholarship. These include lectures and conferences as well as Inspire learning events.

I'm interested in getting involved in another way, who can I speak to? Please email us at info.us@themarketingacademy.org