



The
Marketing
Academy
US

Scholarship

The US 2019/20 Scholarship Program Guide

The art of marketing is no longer a management process. It's the means to create a positive and profound impact on the world we live in.

The Marketing Academy US 2018/19 Scholarship Program was sponsored by:



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Why We Do It

The Marketing Academy runs programs that are highly selective and yet delivered free of charge. We can do this because we unite a powerful, committed and engaged community of client side CEO's & CMO's, media and creative agency CEO's and subject matter experts from every marketing discipline in the industry who share their knowledge on a pro bono basis.

This community shares our desire to invest in talent and the belief that marketing, media and advertising, collectively and at its best, has a direct impact on the planet; the power to influence the way people think, the choices they take and the decisions they make.

Furthermore, in a turbulent and changing world, developing our talent is the only certain way to ensure growth. We are dedicated to delivering programs that will ensure that the impact of marketing, media and advertising is felt in at centre of every board room.

Our future is in the hands of the younger generations of marketers, influencers, innovators and communicators and for their collective power to be wielded in the most effective way they deserve our time, wisdom and experience.

Through our programs we:

- **identify the industry's brightest & best minds and equip them with the values, beliefs, behaviours and skills to be outstanding**
- **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, Global CMO Diageo

About Us

The Marketing Academy is a not-for-profit organization founded in the UK in 2010, Australia in 2015 and the US in 2018.

We identify and develop exceptional talent in Marketing, Communications, Media & 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 run programs for different levels:

The Fellowship — For CMO's

The Scholarship — For emerging leaders

The Apprenticeship — For young people

Fellowship and Apprenticeship programs are available in Europe only.

The Scholarship

To deliver the Scholarship Program, we unite an entire ecosystem: brands, media owners, creative agencies, media agencies, industry associations, academic institutes, and leadership organizations.

We bring together CEO's, CMO's, 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.

We select just 30 emerging leaders from Marketing, Media, Communications and Advertising to experience this 9 month, 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 has transformed the way I think about the C-Suite. It's gone from a pipe dream to an attainable goal'

UK Alumni

The US Scholarship Curriculum

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



Personal

Become an extraordinary human being

Unleash potential, build confidence, challenge beliefs & change behaviours, improve performance,



People

Become an inspirational leader

Build high performing teams, inspire phenomenal results, boost leadership skills



Professional

Become an exceptional marketer

Skills development in marketing strategy, digital transformation, innovation, leading creativity, behavioural economics, customer insight, future trends



Purpose

Become an change maker

Understand 'purpose' in every context, pay forward learning into charity sector, be an ambassador for change

These Modules are delivered across 4 learning streams

Residential Boot Camps in or near NYC

Three separate immersive events packed with leadership development, CEO's, inspirational speakers & master classes

One-to-One Mentoring

Meet face to face with up to 8 high profile experienced and influential CEO's and CMO's

Scholarship Lectures

Attend up to four lectures each hosted by recognised subject matter experts

Executive Coaching

Regular sessions with a dedicated Coach who will facilitate personal development

Scholars attend up to 15 days of learning during 9 months

'If you want to just make do, if you want to just fit in, if you want to just exist, then The Marketing Academy is not for you'

UK Alumni

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 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
- Highly ambitious to further career in marketing leadership, aspiring to board roles
- Demonstrates commitment to career with evidence of results and achievements
- Evidence of commitment to broadening horizons, such as world travel or further education
- High emotional intelligence
- Naturally driven to succeed
- Interests in charitable, social, cultural, creative or sporting endeavours
- Employed full-time (not freelance) in the US with no known risk of resignation, redundancy or termination

‘The Marketing Academy has been a real accelerator to my development. The insight I’ve gained into myself, the marketing profession and leadership has been a unique and priceless experience‘

UK Alumni

Selection Process & Dates

The Scholarship Program is free but highly selective, so we ask senior business leaders to nominate the best of their emerging leaders via the website.

All nominees then receive an ‘Invitation to Apply’ which includes essential information about the 3 stage selection process.

Nominations close 5pm (EDT) on Friday, September 13, 2019

Application — Submission deadline 5pm (EDT) Friday, September 20, 2019

This 3-part application must include submission of a full CV, an Employers Endorsement’ and a 2 Minute digital ‘Showcase Me’.

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.

Panel Interviews — Monday, November 4 to Friday, November 15, 2019

Successful applicants will be invited to a face-to-face interview with a selection panel of Marketing and HR Professionals.

Once appointed, attendance to our residential Boot Camps, held in or around the New York area, is mandatory for all Scholars; selection is contingent on availability to attend them in full.

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

‘More than just marketing or leadership skills, The Marketing Academy seeks to build inspired leaders from the inside out. It’s hard to sum up into words just how incredibly life-changing the Scholarship is’

Australia Alumni

Important Stuff:

About the Boot Camps

There are 3 residential Boot Camps, the first takes place over five days (including a weekend) and the following 2 are both two days. Attendance at all the Boot Camps is mandatory and they take place no more than an hour outside of New York City.

About the costs

It’s free to attend the program but as a not-for-profit company, we are unable to contribute to expenses incurred by Scholars while travelling to and from mentoring meetings, coaching sessions, or learning events. The residential Boot Camps require a total of **6 nights accommodation** which must be paid by the Scholars or their employers.

Attendance

To ensure the program creates the greatest impact, delegates must dedicate 15 days to attend the program. Scholarship places are not transferable. Furthermore if a Scholar changes employer during the program, we reserve the right to terminate their place.

Location

Most of our learning events take place in or near New York City. Scholars who are unable to travel may have less exposure to mentors and fewer opportunities to attend lectures.



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For more information

E info.us@themarketingacademy.org

P [+1 866 513 0565](tel:+18665130565)

T [@TheMktgAcademy](https://www.instagram.com/TheMktgAcademy)

W www.themarketingacademy.org

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