

FAQs

What does the Scholarship involve?

The Marketing Academy's Scholarship Program is a development program of Mentoring, Coaching and Learning which runs from April to October 2021. The program is completely free of charge though highly selective and if you're successful in securing a place you'll also receive the following benefits;

- 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 (8 days in total) each year filled with leadership development, inspirational speakers, CEO's and master classes
- 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](#)

***COVID-19 Update: Attendance to the Bootcamp events is mandatory however the safety of Scholars, Speakers and The Marketing Academy Team is of paramount importance. If the planned 'in person' events are deemed unsafe during 2021 due to COVID-19, then they will be held in virtual format.**

How much does the Scholarship cost?

It's free to attend the program but, as a not-for-profit company, we don't contribute to any travel or accommodation expenses. The residential Boot Camps require a total of 5 nights accommodation in or near New York which must be paid by the Scholars or their employers (we promise not to book expensive venues!). The first Boot Camp will include a weekend. Attendance to all Boot Camps and staying on site is mandatory even if you live in New York.

How much time are delegates expected to invest?

To get the most out of the program all delegates should expect to invest about 15 working days of time to attend 3 'boot camps', virtual campus events (workshops, lectures and keynote sessions), up to 8 mentoring sessions and regular coaching sessions. 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.

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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:

8 days of residential Boot Camps. **Attendance at the residential boot camps in the New York area is mandatory* for all 2021 scholars so please ensure you are available on the following dates:**

- Boot Camp 1 – Saturday, April 24, 2021 to Tuesday, April 27, 2021
- Boot Camp 2 – Thursday, July 15, 2021 to Friday, July 16, 2021
- Boot Camp 3 – Monday, October 18, 2021 to Tuesday, October 19, 2021

***COVID-19 Update: Attendance to the Bootcamp events is mandatory however the safety of Scholars, Speakers and The Marketing Academy Team is of paramount importance. If the planned 'in person' events are deemed unsafe during 2021 due to COVID-19, then they will be held in virtual format.**

TMA Virtual campus events - an online curriculum of workshops, lectures and keynote sessions. The time for these will vary from Scholar to Scholar depending on how many they attend. Virtual Campus events will also be available on demand.

12 hours for your mentoring sessions. You will have up to 8 x 60-90 minute sessions and these are spread throughout the program.

9 hours for your coaching sessions. These are organized by the Scholars and their coaches and are spread throughout the program. Scholars usually have about 6 x 60-90 minute sessions.

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

We are a not for profit company and therefore we are unable to contribute to any expenses incurred by Scholars whilst travelling to mentoring meetings, coaching sessions, or events. This cost must be met by the Scholars or their employers. It should be noted that the Boot Camps will require 5 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?

You can read testimonials from US / UK / Australian Scholars [here](#).

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 is mandatory to be accepted onto the program.

When does the Scholarship actually begin?

The Scholarship year begins in April 2021 and is kicked off with a four day Boot Camp which will be in or near New York City. The Scholarship runs until the end of October 2021.

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

Yes, absolutely. We have Alumni all over the US. However you must be able to travel to NY for all 3 bootcamps.

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 2021 Scholarship Program?

Here are the key dates for the 2021 Scholarship Program:

SELECTION PROCESS:

- January, 22, 2021 - Scholarship nomination portal closes
- January, 29, 2021 - Scholarship application deadline and application screening begins
- March 15 - 26, 2021 - Pitch interviews
- April 6 - 16, 2021 - Panel interviews
- April 19, 2021 - Successful Applications will be notified if they have a Scholarship place

***COVID-19 Update: The safety of our applicants, judges and The Marketing Academy Team is of paramount importance. If the planned 'in person' interviews are deemed unsafe during 2021 due to COVID-19, then they will be held in virtual format.**

BOOT CAMP DATES:

- Boot Camp 1 – Saturday, April 24, 2021 to Tuesday, April 27, 2021
- Boot Camp 2 – Thursday, July 15, 2021 to Friday, July 16, 2021
- Boot Camp 3 – Monday, October 18, 2021 to Tuesday, October 19, 2021

Boot camp 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.

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planned 'in person' events are deemed unsafe during 2021 due to COVID-19, then they will be held in virtual format.

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](#) or follow us on [Twitter](#) - we regularly update with what's going on via these channels.

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

Occasionally people ask us who nominated them and by submitting your nomination you agreed to us telling the nominee who made their nomination. If you prefer your nomination to be anonymous then you can request this by emailing info.us@themarketingacademy.org

We actually recommend you give you '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 on January 22, 2021 and the closing date for applications is January 29, 2021. So, the earlier you nominate the more time your nominee has 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.us.

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

Nominations for the US 2021 Scholarship Program close on January 22, 2021.

Application — Submission deadline January 29, 2021

This 3-part application must include submission of a full Resume, Employers Endorsement' and a 2 Minute digital 'Showcase Me'.

Nominees will be informed of their progress no later than February, 26, 2021.

The Pitch — March 15 - March 26, 2021

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 — April 6, 2021 to April 16, 2021

Successful applicants will be invited to a face-to-face* interview with a selection panel of Marketing and HR Professionals. Interviews will be held in and around NYC.

***COVID-19 Update: The safety of our applicants, judges and The Marketing Academy Team is of paramount importance. If the planned ‘in person’ interviews are deemed unsafe during 2021 due to COVID-19, then they will be held in virtual format.**

Successful applicants will be notified if they have a Scholarship place by **April 19, 2021**

To find out more about the program and selection process check out our Scholarship Program Guide here and our video about the selection process on You Tube [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! You can see a video about the Showcase Me on our You Tube [here](#).

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 permanent (not freelance) basis in the US with no risk of 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.

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 our programs.

ADDITIONAL INFORMATION

COVID-19

Safety is our top priority and having already run multiple programs through the pandemic we are confident that whilst COVID-19 may mean changes to the way the program is delivered, the impact of the Scholarship experience will not be affected. The program equips our Scholars with everything they need to become great leaders, and we believe there is a crucial need for great leadership now more than ever. Throughout the selection process and the program we commit to transparent & frequent communication as the landscape continues to change, and we ask that our nominees/scholars remain flexible too.

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.

I'm interested in getting involved in another way, who can I speak to?

Please email Victoria Sindermann, US Program Lead at victoria@themarketingacademy.org