



# Marketing Scholarship Program - Gulab Goodness

## Introduction

The field of marketing is both competitive and rewarding. For this reason, a large number of students from different parts of the world study marketing as a major and aim to become successful marketing specialists. However, not every student is financially stable and hence Gulab Goodness introduces its Marketing Student Scholarship Program to lend monetary aid to such students lives in country like USA, Canada, Australia and UK.

## About

The Marketing Student Scholarship program is available to students lives in country like USA, Canada, Australia and UK. It aims to offer financial aid so that students can successfully complete their two-year or full-time study program in the field of marketing. Winners of the scholarship can use the amount to support various expenses related to their education. Students already enrolled in the postgraduate or undergraduate program can apply for this scholarship program.

## Benefits

- This scholarship is available to students pursuing marketing as a major subject in their education program.
- It offers students leadership qualities and lends them a chance to interact with experts in the industry.
- Winners will gain certification as well as can gain hands-on experience solving real-time issues after the scholarship.
- There is no restriction on subject and university selection. The only condition is that the university must be an accredited or recognized one.

## Eligibility Requirement

### Applicants must:

1. Have declared a major in marketing and been accepted to that major.
2. Be citizens of UK/Australia/ U.S/ Canada or permanent residents. An applicant who is not a UK/ Australia/ U.S/Canada citizen is NOT eligible for a scholarship.
3. Should be an undergraduate student.
4. Have completed a minimum of 72 credit hours by January 1, 2020 and 84 credits by the start of the fall 2019 semester (registered credits included). A student whose program has followed an irregular pattern must be at an equivalent stage. Moreover, such a student must have successfully completed at least one semester of the college's intermediate accounting course(s).
5. Have achieved an overall cumulative grade point average of 3.0 or higher.
6. Should have attained 18 years of age at the start of the program.

## Process For Scholarship

- Write and submit a research paper on the the topic “Understanding the impact of celebrity endorsements on ROI for CPG brands” on [andrea@gulabgoodness.com](mailto:andrea@gulabgoodness.com)
- The application consists of the following sections: Personal Information & Questionnaire, Academic Information, Attach Documents, Letter of Recommendation (also includes Financial Aid information request), and Proposal.
- Each section must be completed in full by the student to be eligible for scholarship consideration.

### Important Note:

This is to inform all Scholarship Programme's Participant that please do not message or call on Whatsapp number mentioned on our website. Because we have a separate team for the Scholarship programme who takes care of your queries. For any queries related to scholarship drop a note at [andrea@gulabgoodness.com](mailto:andrea@gulabgoodness.com)

Please Note: Contacting on call or other emails apart from [andrea@gulabgoodness.com](mailto:andrea@gulabgoodness.com) can leave negative impact on your application.

### Other Important Details About The Scholarship Program

- ◆ Every applicant will allow Gulab Goodness to verify specific details like name, student ID number, institution, course of study etc.
- ◆ The winners of the scholarship will be chosen by a panel of experts from Gulab Goodness.
- ◆ Scholarship amount of \$5000 will be awarded every year.
- ◆ Winners have to give consent with regards to publishing their photo and award details on the Gulab Goodness website. Gulab Goodness will automatically disqualify applicants who are found to furnish information that is false, plagiarized or has copyright issues.
- ◆ Gulab Goodness reserves the right to change the rules and regulations anytime during the course of the scholarship program, with the exception of the scholarship amount or prior to the actual awarding to a winner.
- ◆ The winners are announced online on our website <https://www.gulabgoodness.com> and also informed through email by 31st January of every year.

Please note that our scholarship deadline ends on 15th January of every year. We will display the names of the winners on 31st January of every year on our company's website.

