

B[®]AND YOU[®]SELF

Call for Scholarships



DEADLINE:
FEBRUARY 24, 2013
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BRAND YOURSELF CALL
FOR SCHOLARSHIP IS
AN INITIATIVE ORGANIZED
BY ISTITUTO EUROPEO
DI DESIGN AIMING AT
SELECTING AND SUPPORTING
THE MOST TALENTED
STUDENTS FOR THE MASTER
IN BRAND MANAGEMENT
AND COMMUNICATION.

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SCHOLARSHIPS
2 Scholarships: one covering the 50% and one covering the 30% of the tuition fee for the Master in Brand Management and Communication starting on April 18, 2013 at IED Milan.

ADMISSION REQUIREMENTS
In order to apply to the Master in Brand Management and Communication, candidates must respond to the following requirements:
a. Degree (3 or 5 years) / 3 years Diploma from university-level schools or consistent professional experience in the Master Course field. Final Year students are accepted as well provided that they get the degree within the end of the Master Course.
b. English language Certificate: TOEFL Paper with a mark of 450 or TOEFL Ibt with a mark of 68 or IELTS Academic with a mark of 5.5.

BRIEF
Candidates are asked to realize an unconventional self-presentation which should be involving, impressive and unique. The self-presentation can be realized as a storytelling (visuals, graphics, comics are admitted), as an ADV campaign, as a standard PowerPoint presentation, as a video, etc.

*Use your creativity
but be honest
List your attributes
but consider close friends and co-workers impressions
Market yourself
But most of all... Amaze us!*

MATERIALS
The whole documentation shall be sent to the e-mail address master@milano.ied.it
The documentation to be sent in order to participate in the call is the following:
a. Updated Curriculum Vitae;
b. The following regulation undersigned.
c. The self-presentation developed according to the brief

d. a Motivation Letter in which the candidate explains the reasons why he/she wants to attend the Master;

DEADLINES
The whole documentation shall be sent to the e-mail address master@milano.ied.it by February 24, 2013.
The candidates suitable for attending the Master Course will be invited to have an interview aimed at assessing technical skills achieved either through studies or professional experience, individual vocation and personal motivation to take part to the Master Course. The interviews will end on March 5. The final results will be communicated within March 11, 2013.

FINAL ASSESSMENT, ASSIGNMENT AND COMMUNICATION TO CANDIDATES
The self-presentation, the interview, together with the educational qualifications and any professional experience, concur to the scholarship assignment. The assessment, based on merit criteria, will be given at unquestionable judgment of the IED staff, which will establish the ultimate number of scholarships to be assigned. The winners will be informed both by phone and through e-mail and will be asked to give an official confirmation of acceptance within 3 days. Since the acceptance, the winners will have to finalize the enrolment to the Master Course within 10 days.
In case of non-acceptance, the Direction reserves the right to assign the scholarship to another candidate. The scholarships are valid only for the academic year 2012-2013 and subject to the activation of each Master Course. IED reserves the right to avoid activating one or more Courses if the minimum number of applicants has not been reached, or if - for whatsoever reason - the necessary didactic support, logistic and administrative requirements are lacking.

NAME _____
SURNAME _____
Sign. for Acceptance _____