

# MSc in Marketing & Creativity

## Latin American Excellence Scholarship

The World's  
**1st**  
Business School  
(est. 1819)

**6**  
Europe  
campuses in  
Berlin, London,  
Madrid, Paris,  
Turin, and  
Warsaw

Over **190**  
research-active  
professors  
representing  
over 38  
nationalities

Ranked **4th**  
in Europe (FT 2023)

**6,000**  
high-level  
participants  
in customised  
trainings and  
executive education

**80,000+**  
active alumni in over  
200 countries in the  
world

### Who is eligible?

The scholarship is open to all nationals from the Latin American countries who have successfully applied for and been admitted to the MSc in Marketing & Creativity programme before the scholarship application deadline.

### Criteria for awarding the scholarship

The Latin American Excellence Scholarship aims to recognize outstanding candidates from the Latin American region who exhibit a proven track record of innovation and adaptability within dynamic environments.

Applicants are invited to share a concise example of a successful project or initiative they have led in a professional or academic setting, demonstrating their ability to innovate and adapt effectively. Projects should be relevant to Latin American markets, showcasing the candidate's understanding of regional challenges and opportunities. Successful applicants will demonstrate a clear impact on their respective industries or communities, highlighting their potential to drive positive change and contribute to the advancement of business practices within the region.

### Amount of the award

The scholarship amount is **£3,500 (GBP)**.

The full amount of the award will be deducted from the balance of the tuition fees for the programme. Successful candidates will be notified individually whether they were successful or not shortly after the application deadline.

### How to apply?

You must submit complete the application form below, and submit a short essay, answering the following question:

***'Share a brief example of a successful professional/academic project or initiative you led in that demonstrates your ability to innovate and adapt in a dynamic environment, relevant to Latin American markets' (700 words max.)***

**Incomplete forms will not be considered. Applications may not be modified once they have been submitted. All information must be submitted in English.**

**Please note that you cannot apply for this scholarship unless you have fully confirmed your place on the specialisation.**

### Deadline for submission

Please check our website [www.escp.eu/mmk](http://www.escp.eu/mmk) for the submission deadline.

## Application for the MSc in Marketing & Creativity Latin American Excellence Scholarship

Title:  Mrs.  Miss  Ms.  Mr.  Dr.

First name: .....

Last name: .....

Gender:  Male  Female

Date of birth (day/month/year): ...../...../.....

Nationality: .....

Second nationality (if applicable): .....

City and Country of birth: .....

Mailing address

Address line 1: .....

Address line 2: .....

Address line 3: .....

City and Postal Code / ZIP Code: .....

Country: .....

Telephone number including country code: .....

Mobile number including country code: .....

Permanent address same as above:  Yes  No

Address line 1: .....

Address line 2: .....

City and Postal Code / ZIP Code: .....

Country: .....

Please write an essay on the following topic: *(max word count - 700)*

**Share a brief example of a successful professional/academic project or initiative you led in that demonstrates your ability to innovate and adapt in a dynamic environment, relevant to Latin American markets.**



**After having completed the form, please sign it and e-mail your file to [masterlondonadmissions@escp.eu](mailto:masterlondonadmissions@escp.eu).**

Please note that the scholarship application will only be accepted for those who have already been enrolled to the programme.

I confirm that the information in this application is true and correct. I understand that the Scholarship Committee reserves the right to vary or reverse any decision made on the basis of incorrect or incomplete information.

**Date:**...../...../.....

**Signature:**

