

## Best Practice Guide to Your MSc Application

MSc in Energy Management | MSc in Marketing & Creativity  
MSc in Digital Transformation Management & Leadership

Now that you have made your decision to apply to our MSc specialisation, our Admissions team want to share with you a few best practices to make sure your application is as strong as possible.

First, we recommend that you **allocate at least three to four days** to complete your online application, as you will have to answer several open-ended questions and provide a few supporting documents, personalising your CV and motivation letter.



### Before you start, make sure you have the following at hand:

- Copy of your full transcripts and diploma for all years of study at a higher-education level (Bachelor and Master, if applicable)
- Your up-to-date CV in English, clearly showing all work experience you will have by the start of the programme (including any planned internships)
- Photocopy of your passport
- Motivation letter in English
- English-language test certificate (if applicable). Exemptions may be granted if your Bachelor or Master degree was taught fully in English. If your studies were not in an English-speaking country, please apply with a medium of instruction confirmation letter from your university to be considered for exemption.
- Two reference letters in PDF format, in English (ideally one academic and one professional)
- Please be aware that there is an application fee of €130 for all applicants, so you need to make sure you have these funds available at the time of application.

Remember that ESCP Business School takes a holistic approach when evaluating your past academic studies, employment history, English language proficiency, international experience, extracurricular activities and interests and, of course, your motivation for joining our Masters.

Make sure your personality also comes through in your application and be authentic when answering various application questions. We want to see who YOU are beyond your academic record or prestigious internships. There is not one set profile that everyone needs to strive for, so it is important to be your authentic self.

# Top 6 Application Tips

Here are a few simple tips to take on board when filling in your online application:

1

## Education

**Make sure that in your application (and your CV) you have the following information related to your past education:**

- Start and end dates
- Title of degree
- Name of university
- The number of credits earned
- Your final grade score (or predicted score)

**Important:** Make sure you add all your past education at a university level (including Master degrees, if applicable).

2

## International Experience

**Add ALL your experience abroad. This will include:**

- Living overseas experience
- Studying abroad experience
- Volunteering experience
- Travel and tourism experience (when longer than one week, don't add weekend trips, unless you find them significant)
- If you have never lived/travelled abroad, please add at least one experience within your home country where you were faced with other cultures.

**Important:** Adding these experiences will help us pre-determine how you would fit in our highly international cohort and to pre-assess your scope for working with international companies. Later, if invited for an interview, you will be asked about these experiences in more detail.

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## Work Experience

**When filling in your application, your work experience must clearly show each role title and company, start and end date, location, and whether it was part-time or full-time**

- Make sure this information corresponds to what you have included in your CV
- If your role was part-time, please also indicate how many hours per week it was

**Important:** The work experience is an important part of your application, as the specialisation is very practical and you will be required to actively contribute to class discussions, relying on your previous experience. We assess your previous work experience for both length and relevance to the specialisation.

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## CV

**Length:** Maximum two pages

**Content:** Your content must align with the work experience provided in your application form. Remember to include:

- Volunteering experience and a short introduction to yourself
- Your English ability and most recent test scores, if available
- Any short courses relevant to the degree
- Your core skills and competencies
- Any interests and hobbies, so we can get a clearer picture of your personality

**Important:** You should clearly state the month and year you started and ended each experience, and if an experience was full-time, part-time (incl. how many hours per week), freelance or as part of your previous studies.

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## Motivation Letter

**Length:** Maximum two pages

**Content:** Focus on explaining why you are applying to this course specifically

- ➔ What kind of skills and previous experience can you bring to this course?
- ➔ How will this course help you in your intended career?
- ➔ Why are you applying to ESCP Business School and this MSc specifically?
- ➔ Think about what inspires you - your wider reading and activities related to this course

**Important:** Your motivation letter should not be simply an extended CV. This is your chance to elaborate on experiences, especially your core skills and strengths. This is also a good place to summarise your career aspirations and what makes you stand out as a candidate, so don't be shy in showing your personality and values.

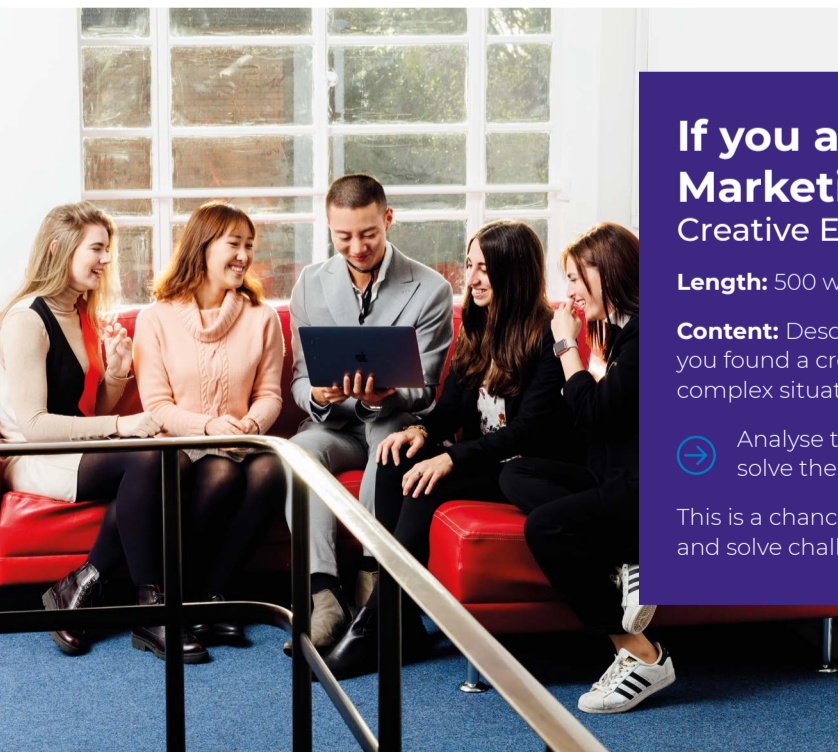
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## Reference Letters

**We require two reference letters (ideally one academic and one professional, although we can also accept two academic or two professional)**

- There is no set reference form to complete, but references should be presented in a letter format and uploaded as a PDF document on the application portal.

**Important:** The reference should address in what capacity your referee knows you, details of your character and contribution to the workplace / classroom, any notable achievements by you and your suitability to study your chosen master specialisation.



## If you are applying to the MSc in Marketing & Creativity

### Creative Essay

**Length:** 500 words maximum

**Content:** Describe an experience (in a workplace or elsewhere) where you found a creative approach to solving a problem, addressing a complex situation or generating new ideas

- ➔ Analyse the problem that you faced and what skills you used to solve the problem

This is a chance to show your creative thinking and how you approach and solve challenges.

**We look forward to receiving your application!**