### BUSSchool_MAIN_pathsCMYK Brisbane Advertising Association

2019 BRISBANE ADVERTISING

ASSOCIATION SCHOLARSHIP

Application Package

**About QUT Business School**

We are Australia's first business school to earn all three symbols of excellence from the world's leading accrediting bodies. QUT Business School has proudly held this distinction since 2005, joining a distinguished group comprised of less than 1% of all business schools globally who have achieved triple accreditation.

QUT Business School partners with top-tier industry sponsors to offer rewards of excellence, financial support and workplace learning initiatives through a variety of prestigious scholarship programs. These programs aim to inspire academic excellence, develop our students professionally, and ready them for the real world.

**About the Sponsor**

Founded in 1989 by a group of prominent industry identities, The Brisbane Advertising Association (BAA) draws its members from all sectors of the media and advertising industry, including but not limited to media and creative agencies, marketing professionals, associated industries and specialist service providers. A not-for-profit association funded by members and associates, BAA’s objective is to connect those working within the industry whilst also giving back to the community through fundraising and the financial support of its many sponsors.

**About the Scholarship**

BAA, in collaboration with QUT Business School, is proud to award a 6-month scholarship and mentoring opportunity to an outstanding advertising student in their final stage of study. The program is designed to connect the recipient to industry contacts and provide hands-on experience to ready them to launch their advertising career.

**Who is Eligible?**

Applicants must:

* be continuing full-time or part-time domestic students at QUT, majoring in Advertising
* be enrolled in a Bachelor of Business, a double business degree, or IF27 Bachelor of Mass Communication
* hold a minimum GPA of 5.5
* have successfully completed AMB318 or AMB319
* be currently enrolled in AMB318 or AMB319 (if both have not been completed)
* have a maximum of 12 months remaining on plan at the start of the scholarship program
* be willing to be mentored by a BAA affiliate according to a negotiated contact schedule.

**See the QUT website for the closing date**

All applications and enquiries are to be directed to the Scholarships, Prizes and WIL Coordinator, QUT Business School, at [bus.scholarships@qut.edu.au](mailto:bus.scholarships@qut.edu.au)

Applications must be received by 11.59pm on the closing date.

Preparing your Application

**How to Apply**

* The written component of the application must be typed and well presented.
* Additional relevant supporting evidence (such as written references) may be included.
* All selection criteria must be addressed in the video cover letter.

***A – Video Cover Letter***

Provide a video cover letter to introduce yourself to the selection panel and showcase your suitability to the scholarship program. Your cover letter must explain:

(a) your reasons for applying for this scholarship

(b) how this award aligns with your career goals

(c) what you have done to deserve this award, and

(d) evidence of your application of advertising skills (eg. charity work, mentoring, committees, QUT, community activities etc)

You may include relevant accomplishments from your schooling, volunteering interests and activities, other tertiary studies or private courses you have undertaken that have furthered your career goals, and any scholarships or prizes received.

Your submission must be no longer than 4 minutes. You can be as creative as you like, ensuring you demonstrate adherence to the brief as well as technical expertise with respect to the recording environment and control of background noise.

**Submission instructions:**

* Upload your video to YouTube.
* Set the privacy settings to ‘unlisted’.
* Test the link is working.
* Provide the link in your application document.

*Submissions over 4 minutes will not be accepted. It is the applicant’s responsibility to ensure the link is viable, enabling access and evaluation of the video file.*

***B – Applicant Details***

* Full Name
* Student Number
* Email address
* Telephone numbers
* The course you are studying, including the major

Additional relevant evidence (such as written references) may be included to support statements and claims made where relevant, but is not a requirement.

***C – Declaration***

Grant permission for your academic history to be accessed and provided to the selection panel to verify your academic performance in line with the eligibility requirements of the scholarship.

**Part A – Video Cover Letter**

**Indicate your agreement with the following submission instructions:**

* The video cover letter addresses the four criteria given in Part A, above.
* The video cover letter is no longer than 4 minutes.
* It has been uploaded to YouTube.
* The privacy settings have been set to ‘unlisted’.
* You have tested the link and it is working.
* The link has been provided below.

YouTube link: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Part B – Applicant Details**

|  |  |  |  |
| --- | --- | --- | --- |
| Given Name: |  | Family Name: |  |
| Student ID: |  | | |
| QUT Email: | | | |
| Home Phone: |  | Mobile: |  |
| Degree: |  |  |  |
| Primary Bus Major: |  | Study Load: Full time (36-48CP) Part time (12-24CP) / Sem | |
| Current GPA: |  | Credit Points: | (completed as at 1 January 2019) |
| Australian Citizen: | Yes No | Permanent Resident: Yes No | |

**Part C – Declaration**

###### I grant QUT Business School permission to obtain my results from the University Student Information System and provide them to members of the selection panel only.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email this page to [bus.scholarships@qut.edu.au](mailto:bus.scholarships@qut.edu.au) by the due date to have your application considered for shortlisting.