

Marketing Student

of the Year Award



The Criteria

Academic Excellence

Candidate's academic performance and achievements in marketing-related coursework. Look for high grades and a strong understanding of marketing principles.

Marketing Projects and Campaigns

Any marketing projects, campaigns, or initiatives the student has undertaken as part of their academic coursework or extracurricular activities. Assess the quality of these projects and their impact.

Innovation and Creativity

The student's ability to think creatively and develop innovative marketing strategies or solutions. Unique approaches and ideas.

Leadership and Initiative

Leadership skills and initiative in driving marketing-related activities, such as leading clubs or organisations on campus.

Internships and Work Experience

Any relevant internships or part-time jobs in the marketing field that the student has undertaken and how these experiences have contributed to their skill development.

Extracurricular Involvement

Involvement in marketing-related extracurricular activities, such as participation in marketing clubs, competitions, or volunteer work.

Marketing Competitions

Any marketing competitions the student has participated in and any awards or recognition received for their performance.

Community Involvement

Engagement in community service or marketing-related volunteer work that demonstrates a commitment to making a positive impact.

Professional Development

Any efforts the student has made to enhance their marketing knowledge and skills through workshops, certifications, or online courses.

Communication Skills

Ability to communicate marketing concepts and ideas effectively, both in writing and verbally.

Digital Marketing Proficiency

Proficiency in digital marketing, including skills related to social media marketing, content creation, SEO, and online advertising.

Long-Term Impact

Efforts to network with professionals in the marketing field, attend marketing events, or seek mentorship opportunities.

Passion for Marketing

Enthusiasm and passion for the field of marketing, as this can be a strong indicator of their future potential.

Future Potential

The student's overall potential for success in the marketing industry based on their achievements and demonstrated skills.

Personal Statement

We encourage the submission of a personal statement or essay where the student articulates their passion for marketing, their career goals, and why they deserve the award.

Suggested Supporting information you can submit (not all required)

MANDATORY SUPPORTING DOCUMENTATION

- Resume of Nominee
- High Resolution Picture
- Social Media Handles
- Letters of Recommendation/Testimonials
- Most Recent Transcript
- **Portfolio of Work:** Submit examples of academic projects or work integrated learning

SUGGESTED OPTIONAL SUPPORTING INFORMATION

- **Personal Statement from Nominee**
- **Extracurricular Involvement:** Detail the Nominee's involvement in any industry extracurricular activities, eg memberships in club/associations, or participation in industry events.
- **Optional Supplementary Materials:** Include any additional materials, such as any possible media coverage, videos or presentations to demonstrate the Nominee's expertise.

Nominate Now