



# Worshipful Company of Marketors

## 2010 Prizes: Guidance for Applicants

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- 1 Prizes and Awards** Prizes will be awarded on the basis of nominations made by the academic sponsor in the participating Institution. After submission and review of the nomination, Awards of Certificates may also be made by the Company.
- 2 Source of Prizes** Prizes will be made available from the charitable funds of the Worshipful Company of Marketors, the City livery company that represents the interests of marketing to City institutions, as part of its commitment to promoting excellence in marketing thinking and raising awareness and understanding of the contribution to organisations made by marketing practitioners.
- 3 Eligibility for Prizes** Prizes are open to any post-graduate student of marketing, based in any of the Institutions invited by the Company to participate. Prizes are otherwise open to everyone, regardless of nationality, ethnicity, gender or cultural background. Applicants with disabilities or special educational needs are invited to request necessary dispensation to enable them to participate.
- 4 Number of applications per person** Only one nomination may be made per person per year. Applications from groups or teams may be made by agreement with the Company.
- 5 Academic sponsorship** All applications require the support of a supervisor, tutor or senior academic, and must be approved by the Company prior to registration.
- 6 Number of Prizes available** A maximum of five Prizes will be awarded in any one year for submissions which, in the opinion of the panel of judges, best serve to advance marketing knowledge, or raise public or corporate estimation of marketing.
- 7 Format for submissions** Submissions may be prepared in any format – printed, electronic, audio, video, film, DVD or recorded live presentation. A version must be provided which the Company may retain and copy for distribution to its members. We will agree with students how to promote and publicise and disseminate their work to interested parties once published, or by presentations pre-publication.
- 8 Eligible topics** Topics may be chosen by applicants from any field of marketing, and be based in any country. However, applicants should take note that preference may be given to submissions that relate to practice in UK by British based organisations.
- 9 Original work** All submissions must be new and the original work of the applicant. They may be part of a Masters' or Doctoral programme, or a stand-alone piece of research. There is no maximum or minimum word count specified. Applicants should note that all submissions will be checked for plagiarism, and peer reviewed. Miscreants will be disqualified from the Award without any recourse to appeal and any Bursary paid will be reclaimed.
- 10 Promotion and publicity** The Company shall have the first option to promote and publicise the completed work for a period of six months after its submission. Applicants are welcome to express and register their right to retain copyright of their submission, subject only to the Company's requirements regarding promotion, publicity, and distribution.
- 11 Other sponsors** If the work is being carried out for, and/or is being sponsored by an individual organisation, applications must include written agreement from them that the Company will have the freedom to publish and promote the work as it chooses. Please notify us on the application form if any restrictions may be applied

- 12** The judges' decision will be final.
- 13** Submissions will not be returned, and will be retained or disposed of at the discretion of the Company.
- 14** Awards will only be made in person at a formal Company function in London, in which winners will be required to participate by attending and being photographed for publicity purposes. Winners will be the guests of the Company but must meet their own travel/accommodation costs.

## **HOW TO APPLY**

Nomination Forms for 2010 Bursaries must be returned **by 2<sup>nd</sup> September 2010** using the contact details on the Form.