



### ESOMAR Foundation Scholarship

MSRA would like to announce a scholarship to be awarded to a needy female Kenyan student enrolled in an under-graduate or post-graduate degree course relevant to Market Research, in a public university in Kenya. The scholarship will be **offered by the ESOMAR Foundation** and **will cover tuition costs**.

Interested applicants should fill in the application form attached and submit to [info@msra.or.ke](mailto:info@msra.or.ke) by the **15<sup>th</sup> of April 2022**.

Eligibility Criteria	Post-graduate students	Under-graduate students
<b>A candidate applying for an ESOMAR Foundation scholarship must:</b>	Have been accepted or have a valid offer to attend a post-graduate programme at an accredited university.	Have been accepted or have a valid offer to attend an under-graduate programme at an accredited university.
	Not be older than 30 years of age at the time of application.	Not be older than 30 years of age at the time of application.
	Enrolling in a post-graduate degree that is relevant to market research.	Enrolling in an under-graduate degree that is relevant to market research.

#### Examples of academic disciplines ESOMAR Foundation will support

Market research is not academic discipline in itself, but rather falls under different academic studies. Below is a list of examples of disciplines that ESOMAR Foundation can support. Please note that the list is not exhaustive, and we will make an individual assessment of each application and applicant’s motivation to decide whether the proposed study program falls within the category of programmes we sponsor.

- Marketing,
- Business Studies
- Economics
- Behavioral Economics
- Psychology
- Statistics
- Data Analytics
- Marketing Sciences



## ESOMAR FOUNDATION SCHOLARSHIP APPLICATION FORM

<b>1. PERSONAL DATA</b>				
Name of Applicant:				
Email Address:			Tel No:	
Gender:		Date of Birth:		
Contact Address	P.O. Box:	Postal Code:	Town:	
<b>2. EMPLOYMENT STATUS</b>				
On Salaried Employment (Yes/No):				
Self-Employment (Yes/No):				
Not Employed (Yes/No):				
Person who pays my fees (Tick answer):	Self:	Parents:	Spouse:	Sponsor:
<i>If sponsored, please specify name of sponsor:</i>				
<b>3. ACADEMIC PERFORMANCE</b>				
<b>KCSE</b>				
Grade:	Year:	Name of School:		
<b>Undergraduate Training Cleared (for Postgraduate applicants)</b>				
Name of First Degree:			Year of Graduation:	
Name of University:		Degree Classification/Course:		
GPA:				
<b>Postgraduate or Undergraduate Training Enrolled in</b>				
Name of Postgraduate Degree enrolled in if applicable:				
Name of Undergraduate Degree enrolled in if applicable:				
Name of University:				
Degree Classification/Course:				



**NOTE: Please attach the following**

1. Resume (maximum 2 pages)
2. 2 Letters of recommendation from:
  - (i) Previous university (for post graduate applicants)
  - (ii) Your spiritual leader, mentor, supervisor
3. A brief paragraph highlighting educational objectives, career goals, financial need, contribution to society and how the scholarship will help the student reach their goals.
4. Certified copies of transcripts and degree certificate (for postgraduate applicants)

**FOR OFFICIAL USE ONLY**

**RECOMMENDATION BY MSRA SELECTION COMMITTEE**

**Recommended/Not Recommended**

**Reasons:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_