

Sales and Marketing Executives Club Scholarship

Purpose and Background

In recognition of academic achievements of students, Sales and Marketing Executives Club has established one annual scholarship in the University with effect from the academic year 1991/92. The following regulations shall apply as of 2019/20:

1. The Scholarship shall be known as the “Sales and Marketing Executives Club Scholarship” (市場推銷研究社獎學金).
2. The value of the award shall be HK\$5,000 per annum.

Eligibility

The Scholarship shall be awarded to one full-time final-year undergraduate student majoring in Marketing.

Criteria

The criterion of the scholarship shall be based on academic achievement. But if there are candidates of comparable academic merit, their involvement in extra-curricular activities shall also be taken into consideration.

Procedure

1. Nomination from the Department of Marketing and International Business shall reach the Student Services Centre which will forward the list to the donor for approval.
2. These regulations may be revised subject to mutual agreement between the donor and the University.