



## **OBJECTIVE**

The purpose of the **so.da Social Marketing Scholarship and Internship** is to build a diverse pipeline for the next generation of social media leaders through financial assistance, a three-month paid internship and professional mentorship. The program is available to students who identify as racialized, Indigenous, living with disability and/or 2SLGBTQ+.

## **SCHOLARSHIP AND INTERNSHIP DETAILS**

- Students will receive confirmation of their acceptance in June 2023.
- Internships and mentorships will only be offered in English.
- Paid internship will take place from May to July 2024, at so.da which is based in Toronto.
- Students may only participate in the program once.
- **Applications must be submitted no later than 5:00 p.m. EST on May 26, 2023.**

## **ELIGIBILITY**

- Students who self-identify as racialized, Indigenous, living with disability and/or 2SLGBTQ+
- Students who will be starting their final year of studies and are enrolled in a diploma, advanced diploma or degree program with a focus on Marketing, Advertising, Advertising & Graphic Design, Advertising and Marketing Communications, Multimedia Design and Development, or Communications.
- Students must be a Canadian citizen or permanent resident of Canada.

## **SUBMISSION REQUIREMENTS**

- Students are required to submit post-secondary institution enrolment documentation.
- Students are required to submit samples of their school work, personal projects and/or initiatives that demonstrate a strong sense of storytelling and writing capabilities with script and visuals (can include social media content) to support their application.
- Students are required to submit a brief outline of their career objectives and why they aspire to pursue a career in Social Media/Marketing.
- Students must also submit a 2-3 minute video answering **one** of the following questions: (We would like to see **you** in the video, so please limit your use of animation).
  - Where do you aspire to be 10 years from now?
  - What's a difficult challenge you've faced? How did you handle it?
  - Describe a meaningful volunteer, work or school experience you participated in and include how it created impact.

- One letter of reference is required to support the application. The person writing the letter of reference should describe their relationship to the applicant in the letter.
- Letter must be dated, signed with an electronic signature, and include the reference's contact information. Reference letters must be dated within one (1) year of the supporting document deadline.
- Applicants will be asked to attest to being eligible for the program.

### **APPLICATION / SELECTION PROCESS**

It is important that the individual who completes and submits the application (the student) is the individual who, if successful, will be the student receiving the scholarship and participating in the internship. The student is considered as the owner of the application and must be eligible for the program according to the guidelines.

**Step 1** – Students must submit an online application form by clicking the “Apply” button located on the so.da Social Marketing Scholarship and Internship webpage.

**Step 2** - Students will be required to upload all required documents as part of their submission. Only one submission will be counted. All subsequent applications will not be considered.

**Step 3** – Application submissions must be completed within the timeframe outlined by Corus.

**Step 4** – Application submissions will be reviewed by a pre-determined Corus panel. The selection process will involve Corus employees and industry representatives.

**Step 5** – Corus panel will review all applications and select one student for the so.da Social Marketing Scholarship and Internship

**Step 6** – Corus will contact the awarded student with confirmation of their scholarship in June 2023.

### **PAYMENT**

The one-time scholarship payment will only be issued to the awarded student upon completion of the scholarship acceptance process.

It is the student's responsibility to ensure that payment of tuition fees is made within the defined time frame set by the educational institution regardless of the timing of the scholarship payment.