



Today's students. Tomorrow's media professionals.

OBJECTIVE

The so.da Social Marketing scholarship is available to students who identify as racialized, Indigenous, living with disability and/or 2SLGBTQ+, supporting a pipeline of the next generation of industry social media leaders.

SCHOLARSHIP DETAILS

- Students who will be commencing their final year of post-secondary studies in September 2024 are eligible.
- Students will receive confirmation of their scholarship in June 2024.
- Internship and mentorship opportunities will only be offered in English.
- Internship will take place from May to July 2025.
- Selected students can fulfill a paid internship at so.da, based in Toronto.
- Scholarship is non-renewable.
- **Applications must be submitted no later than 5:00 p.m. EST on May 31st, 2024.**

ELIGIBILITY

- Students who 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, Communications.
- Students must be a Canadian citizen or permanent resident of Canada.

SUBMISSION REQUIREMENTS

- **Please ensure that all links to supporting documents and/or video/audio content are accessible and do not expire.**
- 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 short or written submission 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.

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. The student is considered as the owner of the application and must be eligible for the scholarship according to the program 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 opportunity.

Step 6 – Corus will contact the awarded student with confirmation of their scholarship in June 2024.

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.