



Daniel Trinh and Catherine Andruchowycz

VACATION RESEARCH SCHOLARSHIPS

DO YOU WANT TO GET AHEAD THIS SUMMER?

About the Ehrenberg-Bass Institute for Marketing Science

The Ehrenberg-Bass Institute is world-famous for delivering scientific knowledge and dramatic discoveries to corporations all over the world including Coca-Cola, Procter & Gamble, Colgate-Palmolive, General Motors and Turner Broadcasting.

For nearly two decades we have been making exciting discoveries about how marketing really works, how buyers behave and how brands grow.

The Ehrenberg-Bass Institute offers academically rigorous, world-class market research services to clients all over the world. We perform in-depth analysis and offer crucial insights into marketing practice. More importantly, we communicate our findings in terms that are useful and practical to business and marketing planning.

www.MarketingScience.info

To apply, or for more information contact:

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What are Vacation Scholarships?

The Ehrenberg-Bass Institute offers Vacation Research Scholarships to high performing students studying marketing. Successful applicants are paired with one or two researchers from the Ehrenberg-Bass Institute who will guide them in a specialised research project. We will provide you with a computer, training in data analysis and the opportunity to interact with Institute staff and other vacation scholars.

What is involved?

Requirements will vary for each project depending on their scope. All projects will involve analysis of qualitative and/or quantitative data and may involve critical literature reviews. Students may be required to prepare a short presentation at the conclusion of their project to report and explain their findings.

Why should I apply?

Students will gain both a theoretical and practical understanding of research while learning from some of the world's leading marketing scientists. Students will also further develop their critical thinking, analytical skills and report writing skills. These skills will give students a solid foundation to start a career in research or branch into other areas as a marketing practitioner.

What will I be researching?

Each year there are a range of topics offered so students can apply to work in an area that interests them. In the past, some areas of research have included Wine, Social Media, Buyer Behaviour, Sustainability and Branding.

What do I get?

- \$300 tax free for each week of your project
- Skills and experience to add to your CV
- A chance to work with world-class marketing scientists from the Ehrenberg-Bass Institute

How long does it run for?

The minimum length is six weeks but this varies with each project - most projects run for approximately eight weeks over the December to February vacation period.

Who can apply?

Scholarships are open to students who are undertaking (or have just completed) one of the Marketing undergraduate programs and have a GPA of 5+.

Contact Kirsty.Willis@unisa.edu.au for more information or to apply.